

California Journal

Volume 16

San Francisco, California, Friday, January 20, 1933

Number 3

CALIFORNIA HISTORICAL EDITION

FEATURING HISTORICAL EVENTS AND DEVELOPMENTS OF
COUNTIES AND COMMUNITIES OF OUR GLORIOUS STATE.



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Volume 16

San Francisco, California, Friday, January 20, 1933

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DEDICATION—



TO CALIFORNIA, our beloved State of beauty, progress and pioneerdom, we dedicate this Special Historical Edition of the California Journal.

In gathering the material this edition contains, we followed a two-fold purpose. To our fellow Californians we wanted to give valuable data and information to still further increase and augment the just pride with which they look upon their home State, its romantic history and its glorious achievements. To those who are still living outside the boundaries of our State, we wanted to extend a most hearty invitation, based upon authentic facts and dependable statistics, to come to California, see its many wonders, and experience with their own hearts and minds the glory that lies "west of the Sierras."

If we have succeeded in this two-fold purpose, we shall feel amply rewarded for our labors and efforts. To our many readers and friends, however, we earnestly recommend to read this special Edition of the California Journal with more than ordinary diligence, to study it and to preserve it. It provides a mine of information on our beloved Golden State, its history and its opportunities, its resources, enterprises and personalities.

If a large part of its contents has been printed in the English language, this was done in order to acquaint the largest possible number of present or future Californians with everything that is worth knowing about our beloved State.

This is YOUR Edition, Fellow-Californians of the present and of the future, take it with gracious hands.

THE PUBLISHERS.

Tell your friends and relatives in other parts of the world of the wonderful State in which you live and in which you are happy! Do this by sending them a copy of this Special Historical Edition of the California Journal. Extra copies are 25 Cents and may be had at the office of publication, 447 Minna Street, San Francisco.

Jahreskonvent der „Shriners“ brachte Glanz und Optimismus nach San Francisco.

EINES der buntesten aber auch bedeutsamsten Ereignisse, die im Jahre 1932 in der ewig lebensfrohen Stadt San Francisco stattfanden, war der grosse Nationalkonvent der „Shriners“ oder — wie sich ihre Organisation im stolzen Bewusstsein ihrer altherwürdigen Tradition nennt — des „Ancient Arabic Order of the Nobles of the Mystic Shrine“.

Der Konvent fand am 26., 27. und 28. Juli in San Franciscos Mauern statt, war jedoch von weit mehr als nur örtlicher oder vorübergehender Bedeutung. Shrine Tempel, deren Mitgliederzahl oftmals in die Tausende reicht, kamen aus so gut wie sämtlichen Teilen der Vereinigten Staaten, aber auch aus Canada, Mexico und anderen Ländern, um am Goldenen Tore ein imposantes Fest zu feiern und Zeugnis abzulegen von der bunten Pracht und dem leuchtenden Glanz ihres Ordens.

Drei Tage lang weilten die willkommenen Gäste in unserer Stadt, die auch bei dieser Gelegenheit wieder ihren Weltruf als „The City that Knows How“ im weitesten Sinne dieser Worte aufrecht erhielt. In erster Linie waren es natürlich die rund zwölftausend Mitglieder des hiesigen Islam Tempel, die den Konvent in umsichtiger und grosszügiger Weise vorbereitet hatten, um ihn sodann unter herzlichster Mitwirkung der gesamten Einwohnerschaft in ebenso glänzender wie effektvoller Weise durchzuführen.

Drei Tage lang gab es glanzvolle Paraden, Umzüge und Prozessionen der bunt und malerisch uniformierten Tempel, fröhliche Bälle, Rodeo- und Sportveranstaltungen mannigfaltigster Art und nicht zuletzt einen nächtlichen Fackelzug, an dem sich auch eine grosse Anzahl der bekanntesten und berühmtesten amerikanischen Kinosterne aktiv und in persona beteiligten.

Abgesehen von all dieser äusseren Pracht fehlte es dem grossen Nationalkonvent aber auch nicht an ökonomischer sowie an tieferer geistiger Bedeutung. Dass die auswärtigen Besucher der dreitägigen Veranstaltung Hunderttausende von Dollars nach San Francisco brachten, ist ebenso bekannt, wie die Tatsache, dass durch den Geist, der sie alle beseelte, eine merkliche Bresche in Pessimismus und Depression geschlagen wurde. Und selbst darüber hinaus ragt noch das der gesamten Shrine Organisation zugrunde liegende Prinzip der Freundschaft, der Treue und des Wohltuns, die sie unter anderem veranlasst, in verschiedenen Teilen des Landes und so auch in San Francisco mustergültig eingerichtete und nach modernsten Richtlinien geleitete Kinderhospitäler und sonstige Wohlfahrtsinstitute zu unterhalten.

Daran sind gewissermassen trotz allen äusseren Flitters und aller zeitweiligen Lustbarkeit der innere Kern und die wirkliche Seele des „Ancient Arabic Order of the Nobles of the Mystic Shrine“ enthalten und zu erkennen. Und aus diesem Grunde ist San Francisco besonders stolz darauf, dass es im Jahre 1932 diese edlen Ritter und die vortreffliche Organisation anlässlich ihres bedeutungsvollen Jahres-Konvents in seinen Mauern begrüssen und während dreier herrlicher Festtage beherbergen durfte.

Governor Rolph Sends Greetings To California Journal Readers

STATE OF CALIFORNIA

Governor's Office
Sacramento

To all Readers of this Special
Edition of the California Journal:

GREETING I

As Chief Executive of the State of California it affords me much pleasure and I consider it a profound privilege to extend my sincere and hearty greetings to all readers of this very fine and interesting Special Historical Edition of the California Journal.

It seems needless to say that to all those living outside of California, a most cordial invitation is also extended to come and visit us and our glorious State by the softly rolling waves of the great Pacific.

California knows no special creed and harbors no intolerance; all visitors, their families and friends may be assured of the entire State's whole-hearted coöperation in making their stay within our midst a pleasant and memorable one.

Sincerely yours,

JAMES ROLPH, JR.,
Governor of California.



Mr. Henry F. Budde, Publisher, California Journal,
447 Minna Street, San Francisco, California.

Dear Mr. Budde:

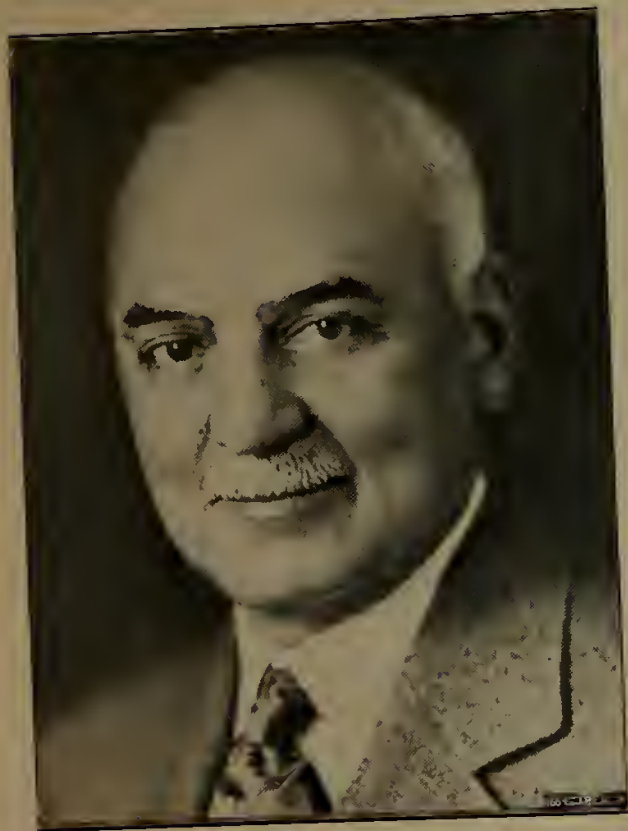
The Honorable James Rolph, Jr., has asked me to enclose herewith a message of friendship and friendliness for publication in the annual Special Edition of the California Journal.

With the Governor's compliments and every good wish,

Very sincerely yours,

WM. A. SMITH.
Private Secretary.

Mayor Rossi Congratulates California Journal Upon Its Historical Edition



Angelo J. Rossi, Mayor of San Francisco

Mr. Henry F. Budde, Publisher,
The California Journal,
447 Minna Street,
San Francisco, California.

Dear Mr. Budde:—

As Mayor of the City and County of San Francisco I wish to congratulate you and the "California Journal" most highly on the publication of this special California Historical Edition.

Your enterprise in the compilation of this fine example of the printers' craft, and the timely and informative articles herein, both in English and German, constitute a splendid gesture of friendliness and good will not only towards our own beloved city by the Golden Gate but also towards the entire State of California and the American people as a whole.

It also gives me great pleasure to send a hearty welcome through these hospitable columns to all delegates and visitors to the many state and national conventions that will be held in San Francisco during 1933. It is my sincere wish and conviction that their visit to our shores will be happy and memorable.

Very sincerely yours,

ANGELO J. ROSSI,
Mayor

Zauberland California

Der Staat der Traume, die in Erfuellung gehen

California ist der zweitgrösste der unter dem Sternenbanner vereinigten Staaten von Nordamerika. Derselbe erstreckt sich durch 9½ Breitengrade an der Küste des Stillen Ozeans, hat eine Länge von ungefähr 700 englischen Meilen und durchschnittlich eine Breite von 226 Meilen, während die Küstenausdehnung 900 Meilen beträgt. Der Flächeninhalt des Staates ist 158,502 Quadratmeilen oder 100,992,640 Acker, von welchen über die Hälfte als kultivierbares Land bezeichnet werden kann. Die gegenwärtige Bevölkerung wird auf 4,500,000 Einwohner geschätzt.

Die geographisch, sowohl wie klimatisch ungemein günstige Lage Californiens und die dadurch bedingte wunderbare Fruchtbarkeit des Bodenspiegels in der unerschöpflichen Quelle des Wohlstandes seiner Bewohner wieder. Acker-, Obst- und Gartenbau, Handel, Gewerbe und Industrie stehen in hoher Blüte. Californien ist eine einzige grosse Riviera, nur mit dem Unterschiede, dass Temperaturschwankungen hier bei weitem nicht so gross und plötzlich auftreten, wie an den Gestaden des Mittelmeeres.

Der Zauber Californiens

Es gibt Länder und Städte, deren Namen in uns ganz besondere Bilder und Vorstellungen erwecken. So hat das Bild und die Vorstellung die sich die meisten von uns von Californien machen, immer noch etwas von dem verlockenden Goldglanz und der verführerischen Abenteueratmosphäre an sich, wie sie gelegentlich der ersten Goldanfindung im Jahre 1849 das vorher kaum beachtete Land an der fernen Westküste über Nacht zum verheissungsvollen Mekka aller Glücksritter und Reichtumssucher der neuen Welt umwandelten. Von dem tiefen Goldgrund des Bildes, das uns nie vor Augen tritt, ohne die geheime Sehnsucht in uns zu erwecken, es einmal in Wirklichkeit zu schauen, heben sie im Gegensatz zu fast allen anderen amerikanischen Landschaftsbildern merkwürdige, romantische und malerische Gestalten ab. Aus dem rauhen Lagerleben bunt zusammengewürfelter Goldgräber, wie es uns Bret Harte und Joaquin Miller in ihren Versen und Skizzen so lebenswahr und farbenprächtig schildern, tauchen wilde, trotzig, kernig-knorrig und doch wieder so wundersam weieherzige, hochsinnige Charaktere auf. Anders als in der breiten Ebene, als in den kultivierten Staaten des Ostens, wachsen sich hier zwischen abgelegenen, sonnenverbrannten Bergen und einsamen, dunklen Schluchten die Menschen aus. Neben dem Golde, das aus dem verborgenen Geäder der Felsen gebrochen oder aus dem Sande der Flüsse gewaschen wird, leuchten inmitten einer gewaltigen Urwaldwildnis und der Verwilderung des Goldgräberlagers noch andere, seltsam blitzende Goldkörner rauher Ritterlichkeit und versteckter Opferfreudigkeit, schamhafter Treue und heimlicher Grösse in der dunklen Tiefe der Menschennatur auf, wie wir sie im Mittelpunkt der Kultur nicht mehr zu finden gewohnt sind. Zwischen die schillernde Goldromantik der Argonautenzeit aber schieben sich blühende Obstbauplantagen und grüne Rehenfelder. Handel, Gewerbe und Industrie drücken dem Bilde einen modernen Stempel auf, während fremde, farbensatte Blumen und üppige, schwellende Früchte ihm seine malerischen Konturen zu wahren suchen. Hinter allem aber schimmert das Stille Meer, gross und blau, mit weissen, wehenden Segeln buntbeflaggter Schiffe aus aller Herren Länder.

Ueber dieses Meer kamen sie dereinst gezogen in ihren hohen, seltsam verschnörkelten, buntbemalten Fahrzeugen, die ersten spanischen Ansiedler, die diesem Lande und seinen Häfen und Städten ihre schönen, wohlklingenden Namen gegeben haben, deren weicher Lant noch heute wie ein melodischer Nachklang aus einer fernen Zeit der Wunder und des Friedens

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durch den herben, harten Sprachrealismus des Angelsachsen geht: Santa Rosa, El Modena, Alameda, Sacramento, Palo Alto, Sausalito, San Francisco, San Diego, Los Gatos, El Verano, Monte Vista, Santa Maria, San Luis Obispo . . . Wie der verwehrte Orgelton aus einem versunkenen Heiligtum fällt ein jeder dieser californischen Städtenamen durch das wirre Grosstadtgewühl des modernen amerikanischen Lebens in unser Ohr.

Wir blättern im Buche der californischen Geschichte. Es zeigt nur wenige Seiten aber das darauf Verzeichnete trägt tiefe Farben. Es ist eine Geschichte der Eroberung ohne grosse blutige Schlachten. Ein Goldschimmer zieht sich durch diese Blätter. Wie die Kapitel aus einer alten Heiligenlegende lesen sich die ersten historischen Nachrichten über das Goldland am Stillen Ozean, über dessen immergrünen Myrten und Cypressen noch heute der gedämpfte, mystische, undefinierbare Hauch einer patriarchalischen Poesie liegt, wie er uns aus alten Zeiten entgegenweht und wie wir ihn in keinem anderen Staate der Union wiederfinden. Stolz Namen aus der Geschichte mittelalterlicher Seefahrer werden wach: Juan Rodriguez Cabrillo, Vizcaino, Francis Drake. — Sie und andere gehören zu den ersten Europäern, die an den Küsten von „Las Californias“ Anker geworfen und sich um den Ruhm der Entdeckung streiten. Aus Mexiko kam durch die Wüste mit seinem kleinen Zuge von Mönchen und Soldaten der spanische Franziskanerpater „Junipero Serra“, ein Organisatoralent ersten Ranges gezogen. In seiner Apostelgestalt, die in sieghafter Grösse weithin die geschichtslosen Tage jener Periode überragt, hatten glaubensfreudige, kirchenväterliche Milde und zähe, martyrerhafte Ausdauer und Widerstandsfähigkeit eine seltene Vereinigung gefunden. Unter seiner Leitung erhob sich im Jahre 1769 bei San Diego, das 165 Jahre vorher von Vizcaino entdeckt und benannt worden war, das erste Missionsgebäude mit seinen weissen Türmen und alten Glocken, von denen einige noch auf Galeonen von Spanien herübergebracht worden waren. Immer weiter nordwärts ging der Schall dieser Klosterglocken, welcher schliesslich aus einundzwanzig Missionen ertönte und eingeborne Indianer sowohl wie „Golddiggers“ in die Umzäunung der Missionsgärten lockte, in denen Rosen und Reben in wunderbarer Fülle aufsprossen. Der Gründung der ersten Mission bei San Diego folgten weitere zu Ehren der Heiligen: San Gabriel, San Juan Capistrano, San Luis Rey, Santa Barbara, Santa Cruz usw. bis hinauf nach San Francisco, das zum Andenken an den Stifter des Franziskanerordens den ursprünglichen Namen „Mission de los Dolores de Nuestro Padre San Francisco de Asis“ führte, einen Namen, den das angelsächsische Abkürzungsbedürfnis in die bequemere Bezeichnung „Frisco“ zusammenfasste, die jedoch glücklicherweise von den Bewohnern San Franciscos selbst weder gern gebraucht noch gern gehört wird.

Hier in diesen Niederlassungen im Lande der goldenen Mittagssonne vollzog sich hinter den turmgekrönten Mauern der Missionsgebäude, die sich in ihrer malerischen, südländischen Architektur so wunderbar harmonisch dem Charakter der sie umgebenden ewig sommerlichen Landschaft anschmiegen, das grosse Bekehrungswerk von Tausenden von eingeborenen Indianern ohne Schwertstreich oder Scheiterhaufen, und nie hat ein Tropfen Heidenblut die weisse Priesterhand Junipero Serras befleckt. Es war ein Reich des Friedens und der Einfalt, waldumrauscht, rosendurchblüht, glockendurchhallt; ein süsslichehnder Kindheitstraum der Weltgeschichte, ein anachronistisches, weltvergessenes Stück Arkadien, wie es der nordamerikanische Kontinent seit seiner Besiedelung nie mehr sah und vielleicht nirgends mehr sehen wird. Ein halbes Jahrhundert währte diese historische Idylle, die Indianer, Spanier und Mischlinge unter dem Zeichen der weissen Missionskreuze vereinigte. Weithin sichtbar schauten diese Kreuze an der ganzen Westküste entlang, von den sonnigen Höhen in die von ewigem Frühling erfüllten Täler und hinaus in das ewig wogende Meer. Aus den bescheidenen Anfängen der Missionen waren bald umfangreiche Besitztümer geworden. „Der Samen von allen Früchten und Pflanzen, die in Spanien gedeihen, und die 200 Stück Vieh“, von welchen ein Brief Junipero

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Serras berichtet, hatten Wurzel in dem neuen Boden gefasst und hatten sich im Laufe der Jahre in der gedeihlichen Luft des herrlichen Klimas und unter der gewissenhaften Pflege der Klosterschützlinge vervielfacht, ver-hundertfacht, vertausendfacht. — Siebenhunderttausend Rinder und sech-zigtausend Pferde grasten im Jahre 1834 auf den verschiedenen Weide-plätzen der Missionen, aus denen nicht nur das Wort Gottes, sondern auch eine Menge höchst weltlicher Produkte hervorgingen, die aus Häuten, Seife, Leder, Wolle, Salz, Soda, Baumwolle, Tabak, Braantwein, Oliven, Weizen, Wein und anderen nützlichen Handelsartikeln bestanden.

Mit der Angliederung Californiens an die Vereinigten Staaten von Nordamerika brach eine neue Aera über das bis dahin friedlich schlum-mernde Eldorado heran. Die wilde, abenteuerliche Zeit der „Argonauten“ wandelte über Nacht Land und Leute. Die Hammerschläge der emsigen Goldgräber durchhallten die Berge. Ueber die so lange unzugänglichen Felsenmauern der Sierra Nevada wurden Brücken geschlagen und Wege ge-bahnt. Der Osten reichte dem Westen die Hand. Wüste und Bergwildernis hildeten nicht länger mehr Hindernisse. Amerikanischer Unternehmungs-geist nahm Besitz von Wald und Flur. Städte entstanden, Eisenbahnen durchzogen das Land. Festungswerke sicherten die Häfen. Sägemühlen verarbeiteten den Wald. Bergwerke durchwühlten die Erde. Dampfschiffe durchkreuzten das Meer. Obst und Wein füllten die Märkte. Oede Land-strieche wurden durch Bewässerungsanlagen in fruchtbare Täler verwandelt und scheinbar unermessliche Oelquellen angebohrt.

An der mittleren Küste entlang erheben sich noch immer, so weit der feuchte Hauch der Seenebel reicht, die alten, mächtigen, ewigen Wächter des Westens: die tausendjährigen Kotholztannen (*Sequoia sempervirens*) in den Reservationen von „Big Trees“ bei Santa Cruz und „Muirwoods“ bei Mill Valley usw. Drei Jahrtausende und wohl noch länger pulsiert das Leben in vielen dieser Baumriesen, von denen einige eine Höhe von 300 Fuss bei einem Umfange von 75 Fuss erreichen. Gleich den Pyramiden in Aegypten, so ragen diese lebenden immergrünen Säulen aus einer längst erstorbenen Welt in unsere Zeit hinein und erzählen von grauen Vortagen riesenhaften Wachstums und übermächtiger Grössenverhältnisse unter den Pflanzen und Tieren. Das gleichmässige Klima, dessen Temperatur im Win-ter nur selten unter den Gefrierpunkt sinkt und in den meisten Gegenden, namentlich an der Küste, an den heissesten Sommertagen nie mehr als 90 Grad aufweist, lockt mit jedem Jahr mehr und mehr Ansiedler aus dem Osten herbei. — „Sunset“ ist ein Wort, dem man vielfach in Californien be-gegnet. Und es liegt in der Tat etwas wie der leise, idyllische und unend-lich friedvolle Hauch einer Sonnenuntergangsstimmung über vielen dieser zierlich kleinen, typisch californischen Cottages und stattlichen Landhäuser, in denen ihre Bewohner Zuflucht vor den Winterstürmen des Nordens und der Sonnenglut des Ostens gefunden. Bis hoch zum Dach hinauf ranken Rosensträucher, die nimmer aufhören, zu allen Jahreszeiten duftende Blüten zu treiben.

Die Haupteinnahmequelle des californischen Farmers bildet die Obst-kultur. Drei Fünftel der Pflanzen für ganz Amerika werden in dem Tale von Santa Clara gezogen. Unvergesslich ist der Anblick der blühenden Bäume im Frühjahr, die weithin hunderte von Acker mit zartem Duft und

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keuschem Blütenschimmer überfluten. Aepfel, Birnen, Kirschen, Aprikosen, Pfirsiche und Beeren aller Art werden alljährlich in vielen tausenden von Waggonladungen von hier in alle Weltteile gesandt. Die meisten dieser Früchte dienen als Tafelobst und tragen mancher Tischgesellschaft des fernen Ostens einen Hauch californischer Sonnenfreude zu. Der Süden liefert Orangen, Zitronen, Mandeln und Oliven. Gemüse aller Art, von der Artichoke bis zum Weisskraut, gedeiht allerorten und zu jeder Jahreszeit in Hülle und Fülle. Auch Nüsse in mannigfachsten Sorten wachsen fast überall im Staate. Und die Traube, die Vertreterin des Edelgeschlechts unter den Früchten, hat gleichfalls hier in ihren süssesten und reichsten Arten eine ausgedehnte und gedeihliche Heimat gefunden. Die Weinberge von Sonoma, Napa und St. Helena, die an vielen Stellen lebhaft an die Rebentempel des Rheins erinnern, geben Zeugnis davon. Welche Wunder auf dem Gebiet der Obstkultur erzielt werden können, das hat Luther Burbank auf einer Versuchsfarm nahe Santa Rosa durch seine staunenregenden Erfolge dargetan. Von den Wundern des californischen Klimas berichtet Ch. F. Holder in einer kleinen Broschüre, dass man in Pasadena, einer Nachbarstadt von Los Angeles, an ein und demselben Tage im Ozean baden, in einem Blumengarten Rosen pflücken, im Orangenhain Orangen essen, auf schneebedeckten Bergeshöhen Schlitten fahren und abends wieder gemütlich in Pasadena zu Nacht speisen kann. Und das alles an einem Januartag mitten im tiefsten Winter! Wer möchte da noch irgendwo anders auf der Erde leben, als hier in Californien, wo solche Vereinigung aller vier Jahreszeiten in einer kurzen Tagesspanne von 24 Stunden möglich ist? Und wenn auch ganz offen zugegeben werden muss, dass selbst hier in „the Golden State“ nicht immer alles Gold ist, was glänzt; dass oftmals feuchte Nebel und rauhe Winde mitten im Sommer rücksichtslos durchs Goldene Tor fegen und auf Stunden und Tage jeden Goldschimmer an der Küste auslöschen, so bleibt trotz alledem diesem Lande ein ganz besonderer Zauber zu eigen. Er flutet durch die Strassen von San Francisco, durch die sich ein ewig wechselnder Strom von festlichen, leichtlebigen Menschen aller Nationen der Erde ergiesst. Er quillt aus den malerischen Linien und wunderbar fein abgetönten Farben der Felsen und Fluten an der Küste von San Diego. Er duftet aus den Rosengärten Santa Barbaras, in denen der leise Glockenklang versunkener Klosterherrlichkeit schläft. Er dämmert in den gefallenen Kreuzgängen und zerbröckelnden Kirchenmauern der Missionen. Er schimmert von den mit ewigem Schnee bedeckten Höhen der Sierra Nevada nieder, deren Gipfel in einsamer Grösse das ruhelose Getriebe endloser Goldfelder überragen. Er steigt aus den kleinen und grösseren Inseln empor, die wie weisse Riesenschwäne auf der blauen Meeresflut ruhen. Er winkt von den verschörkelten Giebeln und grünumrankten Veranden der in nie welkenden Waldesgrün versteckten Villen und lauschigen Cottages von Mill Valley, diesem herrlichen Schweizertale Californiens. Er träumt mit den hochgediehenen Magnolien und Palmen im Parke des Kapitols zu Sacramento. Er grüsst aus den silbernen Wasserfällen und waldumsäumten

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Schluchten des weltberühmten Yosemite-Tales und der spiegelglatten Fläche des Lake Tahoe. Er rauscht aus den tausendjährigen Rotholztannen des gigantischen Urwaldes im Sequoia Nationalpark bei Visalia. Er flüstert in den sturmgepeitschten Cypressen am Felsenufer von Monterey und den düsteren Fichten von Carmel by the Sea, der weltverlorenen, romantischen Niederlassung californischer Künstler. Er raunt in den immergrünen Eichenhängen des Mount Tamalpais, dessen Spitze dem entzückten Auge ein Panorama bietet, das an Grossartigkeit dem berühmten Fernblick von der Höhe des Camaldoli bei Neapel in nichts nachsteht, und er lodert in unbeschreiblicher Strahlenpracht und Farbenglut voll erhabener Majestät in den Sonnenuntergängen am Goldenen Tor

Es ist ein Zauber eigener Art, dieser Zauber Californiens, der eigentlich nur empfunden und nicht beschrieben sein will. Ein Zauber hell und heiter, wie der wolkenlose Himmel eines Sommertages, lichtvoll und leuchtend, wie die goldene Nationalblume des Staates „Eschscholtzia California“, der unser deutsch-amerikanischer Dichter F. C. Castelhun einst die nachstehend verzeichneten, prächtigen Verse gewidmet. Er webt sich zusammen aus einem unzerstörbaren Optimismus, aus südländischer Sorglosigkeit und westlicher Unverdrossenheit, aus Lebensfreude und Daseinsmut, aus Blütenduft und Goldstaub und aus hundert lichten, leichten, lockenden Tönen, Farben und Stimmungen, wie sie einem seltsamen Gemisch von Entschwindendem und werdendem, von Vergangendem und Zukünftigem entströmen. All die bunten, malerischen Geister der von puritanischem Ernüchterungsdrange verseuchten alten spanischen Romantik steigen in diesem Zauber auf und nieder, der, wie ein Trunk aus dem sagenhaften Löwenbrunnen der Alhambra, ein ewiges Heimweh nach dem sonnigen Californien in uns erweckt

Eschscholtzia California

Von F. C. CASTELHUN

Frühling ist es, voller Frühling, und wir sind doch erst im März!
Grün die Wälder, grün die Felder, Blumen, Blüten, allerwärts;
Und in Fülle golden Glanzes grüsst uns die Eschscholtzia,
Die vor allen andern Forschern hier zuerst Chamisso sah.

Eschscholtz, seinem Freund, zu Ehren hat die Blume er benannt,
Und den harten fremden Namen führt sie nun im eignen Land.
Sie, dein Sinnbild, Californien, Land des goldenen Sonnenscheins,
Goldner Aehren und Orangen, lichten Goldes, golden Weins.

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"Top of the Mountain"

Das Yosemite-Tal

Von FR. VON BODENSTEDT anlässlich seines Besuches im Juni 1890

Von einem Tale hört ich Wunder sagen,
Das herrlich wie kein andres sei hienieden,
Inmitten Felsen, die es hoch umragen,
Vom Lärm der Welt und ihrem Streit geschieden.
Derweil auf seiner wasserreichen Flur
Die Form und farbenbildende Natur
In reinem Himmelsglanz mit Segensfülle
So üppig schmückt in zaubervoller Hülle.

Da fasste mich ein wundersam Gelüsten
Das schöne Tal zu sehn; und landwärts wandt ich
Die Schritte von des stillen Ozeans Küsten,
Bald deine Felsenhöhn wiederum erkannt ich,
Sierra Nevada, und ich stieg empor,
Wo sich die Ebne San Joaquins verlor
Vor weithin schimmernden Granitkolossen
Und Blütenpracht und Sonnenglanz umflossen.

Wie wehte von den weissen Bergespipfeln
Die Schnel Luft kühl durch meine heissen Pfade,
Leis murmelts in der würzigen Fichte Wipfeln,
Die hoch wie Türme ragen, kerzengerade,
Derweil der Wildbach laut vorüberschnaubt,
Und sein Gesehäum dem Ross spritzt bis ans Haupt,
Doch ohne Hemmung seiner sichern Schritte —
Ein Abgrund drohte, wenn es seitwärts glitt!

Und immer mehr verwildert rings die Wildnis
In der Granitkolosse Herrschgebiete,
Bis endlich tief dem Blick dein hehres Bildnis
Sich ganz entschleiert, Tal von Yosemite!
Geblendet stand ich, überwältigt ganz
Von Deiner sonnenlichten Felsen Glanz
Und Wasserfällen, über hohe Kanten
Herunterdonnernd, sprühend von Demanten.

Der Zauber wächst ringsum bei jedem Schritte,
Der reissende Merced tobt mir entgegen,
Der pfeilschnell hinschiesst durch des Tales Mitte;
Wildwasser kreuzen mich auf meinen Wegen;
Ein feuchter Wind bewegt die linde Luft,
Turnhohe Fichten hauchen würzigen Duft
Und überspringen weit im Spiel der Schatten
Die Eichen und die Cedern auf den Matten.

Die Felsen ragen bald wie hehre Dome
Zum Himmel auf, und bald wie Ungeheurr
Der Vorwelt, die erstarrt im Zeitenstrom.
Doch in den Adern glimmt noch Lebensfeuer,
Das bald in holden Blumen sich erschliesst,
In Busch und Baum empor zum Lichte schiesst,
Und bald sieh gar in menschlichen Gestalten
Titanenkraft sucht graunvoll zu entfallen.

Ein Zauber weht ums Tal von Yosemite,
Der mir in seiner steinernen Naturschrift
Zum Leben weckte manche Schattensmythe,
Die unverständlich in gelehrter Urschrift
Und blick ich auf zu diesem Felsenkamm,
Der einem wilden Indianerstamm
Zum Hort gedient, bis ihn die Weissen fanden
Und machten, dass die Roten bald verschwanden, —

So rechnet vieles an des Ostens ferne Lande,
Daraus wir unsre späte Weisheit holten,
Wie Stolz zu unserm Feuer jetzt vom Brande

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Der Wälder, die versteinert längst verkohlten,
Und wo nach allem höchsten Bildungsglanz
Die Völker wieder so verwildert ganz
Wie diese Roten, die nur alte Sagen
Bewahrt, von Lieb' und Hass und kühnem Wagen.

Die Wilden sterben aus, die Sagen bleiben,
Sie leben im Gesang der Ueberwinder
Und wirken fort, um neue Frucht zu treiben,
Von ihren Vätern erben sie die Kinder.
Und ich auch pflückte in der neuen Welt
Manch schöne Blume auf dem Sagenfeld,
Sie dem Erinnerungskranze einzuschlingen
Und in die alte Welt mit heimzubringen.

California

VON THEODOR KIRCHHOFF

Warum du mir lieb bist, du Land meiner Wahl?—
Dich liebt ja der warme Sonnenstrahl,
Der aus Aethertiefe, azurrein,
Deine Fluren küsst mit goldenem Schein!
Dich liebt ja des Südens balsamische Luft,
Die im Winter dir schenket den Blütenduft,
Deine Felder schmückt mit smaragdenem Kleid,
Wenn's friert im Osten und stürmt und schneit!

Dich liebt ja das Meer, das „stille“ genannt,
Das mit Silber umsäumt dein grünes Gewand,
Dich schützend umarmt mit schwellender Lust,
Dich wonniglich presst an die wogende Brust!—
Wie dein Meer, wie der Lüfte Balsamhauch,
Wie die Sonne dich liebt, so lieb' ich dich auch.
Deine Söhne zumal, — ihr rasches Blut,
Pulsierend in frohem Lebensmut,
Deine Töchter, mit Wangen frisch und gesund,
Die Seele im Auge, zum Küssen der Mund.

Warum du mir lieb bist? — Nicht ist es dein Gold,
Du Land, wo die westliche Woge rollt.
Ich wühlte zur Heimat diesen Strand,
Weil ich offene, warme Herzen hier fand,
Weil fremd hier der niedere, kleinliche Sinn,
Der nur strebt und trachtet nach kargem Gewinn,
Weil die eigene Kraft hier den Mann erprobt,
Nicht ererbtes Gut den Besitzer lobt.

Eine Welt für sich, voll Schönheit, trennt
Dich die hohe Sierra vom Kontinent:
Doch schlugst du mit eiserner Brücke den Pfad
Ueber wolkentragender Berge Grat,
Und täglich vernimmst du am goldenen Port
Von den fernsten Gestaden der Völker Wort.
Du bewahrtest das Feuer der Jugend dir,
Den Geist, dem Arbeit des Lebens Zier,
Der wagt und ringet und nie verzagt,
Und, wo es sich zeigt, das Glück erjagt.
Ja! Ich liebe dich, blühendes, westliches Land.
Wo die neue, die schöne Heimat ich fand.
Wer früge wohl noch, der dich Herrliche sah,
Warum du mir lieb bist, California?

Der Staat California

Ein seltner Zauber ist zu eigen
Dem Land des Golfs am Stillen Meer,
Wo grüßend sich die Palmen neigen
Und Gärten winken fruchtenschwer.
Die Rebe raft im warmen Strahle,
Es träumt die Luft voll Sonnenglühn,
Und goldner Mohn steigt aus dem Tale
Auf Bergeshöhn, die immer grün.
In Rosen liegt der Tag versunken,
Wie nie dem Osten sie verließen,
Und wer von ihrem Duft getrunken,
Wird blumenmehr von dannen ziehn.
Konrad Niss.

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Herr, das Gemüt aber ein junges, oft unklu-
ges Mädchen!

Tintenfass und Pistolenkasten

Journalismus in San Francisco zur Zeit der Vigilanten

Von GEORGE F. MOSER



LEICH den romantischen Geschichten von den sogenannten Vigilanten, die einst in den wilden Tagen des californischen Goldfiebers in San Francisco mit der Pistole und dem Strick Gesetz und Ordnung schufen, ist ein anderes, nicht weniger interessantes Kapitel aus jenen, achtzig Jahre zurückliegenden Zeiten in Vergessenheit geraten, obwohl es in seiner Art als Beitrag zur Entwicklungsgeschichte unseres Landes ein besseres Schicksal verdient. Das sind die Betätigungen jener unerschrockenen Männer, die mit der Feder in der einen Hand und der Pistole in der andern die ersten Zeitungen am Goldenen Tor herausgaben und in ihrer Weise einen der farbenreichsten Abschnitte zur wechselvollen Geschichte des amerikanischen Journalismus beitrugen. Hier und da taucht einmal ein oder der andere Artikel, den jene romantischen Träger der Kultur schrieben, aus der Vergangenheit auf, aber zum allergrössten Teil sind sie von den Flammen, die von Zeit zu Zeit die hölzernen Bauten des San Francisco der fünfziger und sechziger Jahre verzehrten, vernichtet worden, und was, mehr durch Zufall als mit Vorbedacht, gerettet wurde, ist tief unter einem Wust von neuen Erzeugnissen des Zeitungswesens begraben worden. Bringt man es heute ans Licht des Tages zurück und wirft man einen Blick darauf, so glaubt man sich heinahe in die Zeiten der Fabel zurückversetzt, in Tage, in denen persönliche Angriffe auf den Charakter politischer Figuren oder auf Zeitungsriivalen Ziel und Zweck des Zeitungswesens gewesen zu sein scheinen.

Die Männer, die in den fünfziger und sechziger Jahren des vergangenen Jahrhunderts dort in der Zeitunsschreibstube sassen, waren Männer der rücksichtslosen Tat und mussten es sein. Das waren damals wilde, unordentliche Zeiten in San Francisco mit einer Bevölkerung, die zum grössten Teil aus hab- und raubsüchtigen Abenteurern und Elementen, die in den älteren Teilen der Republik sich durch Gesetz und Ordnung gehemmt fühlten oder von ihren gesetzliebenden Mitbürgern ausgetrieben worden waren, bestand. Fast über Nacht war die Stadt, die 1853 an fünfzigtausend Einwohner zählte, aus dem Sumpfboden an der herrlichen Bucht emporgeschossen, und in jenem Jahr bemühten sich nicht weniger als zwölf Herausgeber von Zeitungen, die in der Regel auch ihre eigenen Blätter schrieben, um die Gunst des Publikums. Die Menge, erhitzt sowieso durch allerhand Vergewaltigungen, Diebstahl von Landansprüchen, verrottete innere Politik und die Korruption der Gerichte, verlangte von der Presse rücksichtsloses Vorgehen und ungeschminkte Sprache, und damit warteten die Zeitungsschreiber von damals auf. Die Zeitungsschreiber und Herausgeber, oft Männer von guter Beziehung aus dem Osten, beachteten diese

Forderungen, ja, kamen ihnen sogar zuvor. Das Resultat war ein richtiger Hexentanz des Personaljournalismus mit all seinen Auswüchsen, ein Schimpfen, Verunglimpfen und bitterböse Angriffe persönlicher Natur, die ihresgleichen suchen. In San Francisco verlangte das Publikum keine Tagesneuigkeiten; was täglich geschah, sprach sich auch ohne Zeitungen schnell genug herum und auf eine Handvoll Morde und Totschläge mehr oder weniger kam es nicht an. Wonach man fragte, war vielmehr, wer zur Zielscheibe der giftigen Pfeile der Zeitungsschreiber genommen wurde. Nicht die Neuigkeitsspalten, sondern die Leitartikelseiten waren die Hauptsache, und obwohl die betreffenden Artikel meist keine Namensunterschriften trugen, wusste das Lesepublikum doch aus Stil und Phrase den Verfasser zu erkennen.

Zu den kampfesmutigsten und hitzigsten der San Franciscoer Zeitungleute jener Periode gehörte James King, von William, wie er sich ausdrücklich nannte, um sich von gewöhnlichen James King, deren es mehrere gab, zu unterscheiden. Er war vom Evening Bulletin und seine Ergüsse, die sich hauptsächlich gegen korrupte Politiker richteten, wurden vom unehrlichen Elemente gefürchtet, wie durch folgende Bemerkung, die man am 22. November 1855 im Bulletin druckte, wenig mehr als einen Monat nach der Geburt dieser Zeitung, bewiesen wird: „Man erzählt uns, dass jetzt darauf gewettet wird, dass der Herausgeber des Bulletin in zwanzig Tagen nicht mehr am Leben sein wird.“ Die ordnung- und gesetzliebenden Elemente von San Francisco gelangten bald zu der Einsicht, dass sie in James King einen Vorkämpfer hatten, der den korrupten Gruppen das Leben heiss zu machen willens war, und in einem Monat hatte das Bulletin 2500 Leser, vor Ende des Jahres sogar 3500, bei weitem mehr als sonst eine Zeitung in San Francisco. Kings Popularität gab seinen Feinden zu denken; sie wussten, dass die Bevölkerung nur eines Führers bedurfte, um die Unterdrückung der verbrecherischen Elemente, an deren Spitze James P. Casey, Billy Mulligan und Yankee Sullivan, die die Macht durch Korruption der Wahlen und Gerichte in der Hand hielten, standen, herbeizuführen. Es herrschten in der Tat fast unglaubliche Zustände. Ein gewisser Charles Cora, ein Spielhöllensitzer, hatte mit dem Bundesmarschall William H. Richardson in einer Wirtschaft einen Streit gehabt und ihn später hinterrücks erschossen. Sechs Monate lang war der Prozess des Mordbuben hinausgeschoben worden und jedermann erwartete, dass Cora schliesslich, wie es bei hundert anderen Morden schon geschehen war, freigelassen werden würde. Da sprang King in die Bresche und leuerte folgende Breitseite: „Achtet auf die Geschworenenbank! Was wir vorschlagen ist folgendes: Wenn die Jurybank ge-

packt wird (mit Freunden des Angeklagten), hängt den Sheriff oder jagt ihn aus der Stadt! Wenn Bill Mulligan, der Sheriff, seinen Freund Cora entkommen lässt, hängt Mulligan oder treibt ihn in die Verbannung!“ King wurde auf der Stelle von Coras Freund James P. Casey in einer Zeitung, die er zum Besten seiner verbrecherischen Gesinnungsgenossen herausgab, angegriffen und das Bulletin erwiderte: „Die Tatsache, dass Casey in Sing Sing gesessen hat, ist kein Verbrechen im Sinne der Gesetze unseres Staates, ebenso wenig berechtigt der Umstand, dass Casey sich in einem Distrikt, in dem er nicht einmal wahlbar war, in den Stadtrat wählen liess, Herrn Bagley dazu, Casey zu erschiessen, wie er gelohnt hat, obwohl Casey reichlich verdient hat, dass ihm der Hals mit dem Strick gestreckt wird.“ Das sind einige Proben journalistischen Stils vom Jahre 1856 in San Francisco; sie wurden unter gewöhnlichen Umständen hochstens Gelächter hervorgerufen haben, aber die Feinde von Gesetz und Ordnung waren inzwischen von King so in die Enge getrieben worden, dass sie Casey veranlassten, die „Beleidigung“ zu rächen und King über den Haufen zu schiessen. Das was aber sogar für San Francisco zu stark. In den vier Tagen, die nach dem Attentat auf King dessen Tode vorausgingen, bildete sich ein sogenanntes Vigilanzkomitee, bestehend aus sechstausend gut bewaffneten, entschlossenen Bürgern. Cora und Casey wurden unter ihren Gewehren zum Prozess gebracht, und als die grosse Glocke des Feuerwehrturms Kings Tod ankündigte, wurden beide aus dem Gefängnis geholt und öffentlich am 20. Mai 1856 gehenkt. Das Vigilanzkomitee aber setzte die Reinigungsarbeit fort, und als es sich Ende Juli auflöste, hatte es vier andere Mörder gehenkt und einige zwanzig der schlimmsten Burschen aus der Stadt getrieben. James King von William war als Märtyrer der guten Sache gestorben und die Macht der Presse hatte sich wieder einmal erwiesen.

Zeitungsschreiber vom Schlage eines King schwebten aber nicht nur in der Gefahr, von gedungenen Mördern oder den von ihnen denunzierten Verbrechen mishandelt oder getötet zu werden; ebenso bedrohlich für sie war das Duell, mit dem in den Kinderjahren San Franciscos sogenannte Ehrenhandel gewohnheitsmässig angetragen wurden. Persönliche Zusammenstösse kamen häufig vor. Wenn sich jemand durch einen Zeitungsartikel besonders getrotten oder in seiner „Ehre“ gekränkt fühlte, schickte er dem betreffenden Zeitungsschreiber seine Sekundanten zu, und an Stelle der Feder trat die Pistole, oft genug zwischen Zeitungsherausgebern selber, denn die Herren verschonten einander — obwohl sie zum selben Brute gehörten — durchaus nicht. Die Zeitungsschreiber von San Francisco scheinen eine besonders empfindliche Rasse gewesen zu sein, wie die Chronik berichtet. Zeitig im Jahre 1851 machte ein Herr Walker, einer der Herausgeber des Herald, einen grossen Skandal aus der gerichtlichen Verurteilung eines Nachlasses. Ein Freund des betreffenden Richters schrieb darauf eine beleidigende Brief an Walker. Ein Duell folgte.

in dem Walker leicht verwundet wurde. Das stellte auf beiden Seiten die verletzte Ehre wieder her. Im September desselben Jahres traten E. C. Kemble, der Herausgeber des "Alta California", und ein gewisser George McDougal zweimal zum Duell an, aber in beiden Fällen legten sich die Behörden ins Mittel und die Ehre der beiden Herren musste sich ohne Blut abfinden. Im Juli 1852 hatte John Nugent vom Herald einen Zweikampf mit John Cotter, einem San Franciscoer Aldermann, anzufechten. Begleitet von einer Masse von Freunden und Berichterstatern, die zu dem Duell wie zu einem Stiergefecht zogen, standen die beiden Kämpfer einander in Contra Costa, mit Pistolen in der Hand, auf zehn Schritte gegenüber. Nugents Waffe war in Unordnung, und während er sie zurecht bringen wollte, schoss ihn sein Gegner ins Bein. Bald war er gebeult und bereits im Juni des nächsten Jahres hatte er wieder ein Duell, und zwar mit einem gewissen Hayes, ebenfalls einem Aldermann. Auf Aldermannen scheint Nugent einen besonderen Hass gehabt zu haben. Und wiederum zog er den kürzeren. Bei dieser Gelegenheit fochten die Duellanten mit Jagdgewehren auf zwanzig Schritt Entfernung und Nugent trug eine schwere Wunde davon. Das Jahr 1852 war überhaupt schwer für San Franciscoer Zeitungsschreiber. Am 2. August wurde Edward Gilbert, Chefredakteur des "Alta California", vom Staatssenator J. W. Denver, den er wegen der Annahme eines bestimmten Gesetzes durch die Hechel gezogen hatte, erschossen. Vier Monate später focht A. C. Russell vom Picayune mit dem früheren Gouverneur John McDougal, den er wegen eines Strassenbaus angegriffen hatte, ein Duell aus und trug eine Brustwunde davon.

Das nächste Duell zwischen Zeitungsleuten ist für uns von ganz besonderem Interesse, denn es wurde von zwei deutschen Zeitungsleuten, C. Krug von der San Francisco "Freie Presse" und Dr. Lohr vom "California Demokrat", ausgefochten. Die beiden deutschsprachigen Zeitungen standen politisch in feindlichen Lagern, und als Dr. Lohr in seinem Demokrat einige recht unverblumte Redensarten über die Politik des Herrn Krug erschienen liess, fühlte sich letzterer in seiner Ehre gekränkt und forderte den streitbaren Doktor. Die Herren trafen einander bei San Antonio in Alameda County und fochten mit Marinerevolvern auf sechs Schritt Entfernung; sie meinten es also ernst genug. Krug schoss Dr. Lohr den Daumen von der Pistolenhaut und damit beruhigten sich die Gemüter. Etwas später schlichteten Redakturen des San Francisco "Express" und des "Herald", die Herrn Rust und Stilger, einen Ehrenhandel mit einem kleinen Blutopfer, das der Mann vom "Herald" hergeben musste.

Das brachte die persönlichen Zusammenstösse zwischen San Franciscoer Zeitungsausgebern und Schreibern untereinander oder mit nichtjournalistischen Gegnern zum Abschluss, denn in den nächsten Jahren traten Ereignisse von allgemeiner Wichtigkeit ein, die nicht wenig dazu beitrugen, aus jener Stadt der ungezügeltsten Leidenschaften ein Ge-

meinwesen von normalerem Zuschnitt zu machen. Der Zustrom von wild erregten Goldsuchern liess nach und wurde durch die Zuwanderung von rubigen Elementen, Handwerkern, Farmern, Aerzten, Rechtsanwälten und Geistlichen, ersetzt. Die Gerichte, die anfangs so krumm gewesen waren wie die Gassen von Yerba Buena, des ursprünglichen San Francisco, richteten sich auf und anständige Männer wurden zu Richtern gewählt. Der Pony-Express, der neue telegraphische Dienst und schnellere Schiffe brachten mehr Neuigkeiten aus der übrigen Welt, vor allen Dingen von der wachsenden Spannung zwischen dem Norden und Süden und einem drohenden Bürgerkriege, so dass die Zeitungsausgeber genug Stoff zum Füllen ihrer Spalten hatten, ohne zu persönlichen Angriffen greifen zu müssen. Mit dem Ausbruch des schweren Krieges zwischen Norden und Süden war die Pistole, die bis dahin immer noch neben der Feder auf dem Redaktionstisch gelegen hatte, verschwunden und mit ihr auch eine

einzig dastehende Periode in der romantischen Geschichte des amerikanischen Journalismus.

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Im Walde der Oelbohrturme

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ALD sind die Hügel erreicht, die sich in einer langen Kette am Ufer des Stillen Ozeans erheben; wir fahren über eine Eisenbahnüberführung, dann an einem stillen Friedhof vorbei, über dessen Grabsteine und grüne Palmenhaine hinweg ein Wald von schwarzen Bohrtürmen emporragt. Die Strasse steigt an, und wir befinden uns inmitten dieser Wahrzeichen dieser hochentwickelten Erdölindustrie, die einen Grundpfeiler der Volkswirtschaft von California bildet.

Bohrungen von über 10,000 Fuss Tiefe gehören nicht zu den Seltenheiten. Sind die oberen erdölführenden Schichten erschöpft, sucht man tiefere auf und erschliesst die in ihnen liegenden Schätze, um den Benzin- und Oeldurst der Millionen von Motoren zu stillen. Vom Erdöl bis zum Benzin und Schmieröl ist zwar ein weiter, an Gefahren und Hindernissen reicher Weg, der zunächst über hunderte Meilen lange Rohrleitungen, die sogenannten "pipe lines", dann über die russgeschwärzten Anlagen der Raffinerien führt. Doch der nie rastende, schaffende menschliche Geist überwindet alle Schwierigkeiten.

Was das bedeutet, ein lotrechtes Loch von nahezu zwei englischen Meilen Länge durch Erdschichten herzustellen, die trotz der geologischen Forschung mehr oder weniger unbekannt sind, kann ein Laie gar nicht ermessen. Die Formationen wechseln an Härte, Mächtigkeit und Neigung miteinander ab und bieten dem sie durchdringenden Meissel oft einen scheinbar unüberwindlichen Widerstand. Gewaltige Kräfte sind erforderlich, um den Bohrer durch das harte Gestein zu treiben, das Gefüge der Felsen zu lockern. Oft muss er kurz hintereinander hochgezogen werden, um ihn zu schärfen oder seine diamantharten Schneiden zu erneuern. Dauend wird der herausgespülte Bohrschlamm beobachtet, und zeigen sich darin die ersten Oel Spuren, wird die Bohrung mit äusserster Vorsicht fortgesetzt. Vielfach haben plötzlich auftretende Gasaushründe das ganze schwere Bohrgestänge, wie Pulvergase ein Geschoss, hoch in die Luft geschleudert und durch Explosionen und Brände Menschenleben und Material vernichtet. Es ist ein schwieriges und gefährvolles Handwerk, das vom Bohrpersonal ausgeübt wird.

Im Anfang geht das Bohren verhältnismässig schnell vor sich. Tägliche Bohrfortschritte von 700 bis 1000 Fuss kommen häufig vor. Die Schwierigkeiten wachsen aber mit zunehmender Tiefe. Da ist die Einsturzgefahr zu hessigen, angeschlagene Wasserradern sind abzudichten oder sonstige Arbeiten auszuführen, die sich besonders dadurch schwierig gestalten, weil ihr Ort dem Auge verborgen bleibt. Der Bohrmeister muss das feine Fastgefühl eines Blinden haben, um zum Ziele zu gelangen und im gegebenen Augenblick die richtigen Vorkehrungen zu treffen. Von seiner Geschicklichkeit hängt in erster Linie das

Gelingen des Werkes ab, das bis zur Vollendung Hunderttausende verschlingt. Dabei kann mit Sicherheit nie mit dem Erfolg gerechnet werden; mitunter werden die riesigen Geldbeträge unnütz vertan. Das Oelgeschäft ist ein sehr risikoreiches, und nur grosse, kapitalkräftige Gesellschaften können diese manchmal ans Abenteuerliche grenzenden Aufgaben durchführen. An Aufregungen und spannenden Momenten fehlt es eigentlich nie, sie geben aber auch dieser Industrie den besonderen Reiz. Eintönig wird die Arbeit nur, wenn besonders günstige Verhältnisse angetroffen werden; die Natur sorgt aber dafür, dass das nicht allzu oft vorkommt.

Immer tiefer und tiefer bohrt sich der Meissel durch die Schichten. Das Gestänge, an dem er hängt, gleitet durch den Bohrtisch, Zahnräder klappern, Ketten rasseln, der Turm zittert, die Wellblechwände der Hütte schallen von dem mannigfachen Geräusch wider. Trübe und dick fliesst der mit dem Bohrmehl vermischte Schlamm aus dem Bohrloch in die Klärgrube, von wo gewaltige Pumpen die Flüssigkeiten wieder aufsaugen und durch das Bohrgestänge bis unter den Meissel drücken. Die Motoren summen im hohen Ton, der schon von fern hörbar ist und ihre schwere Arbeit verrät. Da plötzlich ein Ruck, der Ton geht über eine chromatische Tonleiter in ein tiefes Brummen über; ein starkes Zittern geht durch das Bohrgestänge und pflanzt sich auf den Bohrtisch und auf die Fundamente fort: der Meissel ist auf einen Widerstand gestossen, der seine Bewegung nach unten hemmt. Es droht die Gefahr, dass das Gestänge durch die Kraft des Motors und die ledige Energie der Massen abgewürgt wird. Schnell wird der Motor stillgesetzt und die Trommel, die das Nachlasseil für den Bohrer aufnimmt, abgebremst. Nach einer kurzen Unterbrechung wird die Arbeit vorsichtig, gleichsam tastend fortgesetzt, bis das Gestänge verlängert oder der Bohrer hochgezogen werden muss. Dauend ist die Aufmerksamkeit gespannt auf das Werk gerichtet, man hat keine Zeit, an etwas anderes zu denken.

Die Arbeit des Bohrmeisters ist erst beendet, wenn die letzte taube Schicht, die über dem Erdöl lagert, durchschlagen wurde und die hochverdichteten Gase die Flüssigkeit durch das Loch in die Höhe schleudern. Sie wird an der Rohrmündung durch ein System von dickwandigen Leitungen und Ventilen abgefangen und in Separatoren geleitet. Hier trennt sich das Oel vom Gas, und beide durchlaufen den ihnen vorgeschriebenen Weg vom Bohrloch bis zu den Sammelbehältern. Die gasförmigen und flüssigen Stoffe werden auf dieser Wanderung durch Gähse und Pumpen angetrieben, damit sie nicht trage werden und ihrer Bewegung erlahmen.

Reicht der in der Schicht herrschende Gasdruck nicht aus, die Flüssigkeit zu heben, so werden die oben ausströmenden Gase kunstlich auf einen hohen Druck gebracht, in das

an seiner Mündung dicht abgeschlossene Bohrloch geleitet und gezwungen, die Hebarbeit zu verrichten. Das Gelingen dieses Verfahrens ist an gewisse Voraussetzungen geknüpft, die nicht immer erfüllt sind. Dann muss man zu anderen Mitteln greifen, welche geeignet sind, das Rohöl zutage zu fördern. Man bedient sich dabei der Tiefpumpen, deren Kolben durch das am Ende eines Schwengels hangende Gestänge auf und ab bewegt wird. In California ist dieses Verfahren sehr verbreitet und gibt den Feldern ihr eigenartiges Aussehen. Tag und Nacht sind diese Pumpen in Betrieb. Aechzend hebt und senkt sich der auf einem festen Stützpunkt gelagerte, schwere hölzerne und eiserne Balken, und das Oel fliesst ununterbrochen aus dem Brunnen.

Viele der auf den Oelfeldern verwendeten Maschinen haben bereits elektrischen Antrieb. Die Dampfmaschinen werden immer mehr durch Elektromotoren verdrängt. Die elektrische Energie wird durch kreuz und quer über die Felder gespannte kupferne Drahte verteilt. Die über Hügel und Täler laufenden Rohrleitungen dienen nur noch der Fortschaffung des Oeles und des Gases. Die Wasser- und Dampfrohre verschwinden in dem Masse, wie sich die Elektrizität ausbreitet.

Der Strom wird in grossen Wasserkraftanlagen erzeugt, die zu diesem Zweck das Gefälle der dem Meere zustromenden Flüsse ausnutzen, doch auch Wärmekraftwerke fehlen nicht. Das enigmasche Netz der an hohen Türmen und Gittermasten verlegten Hochspannungsleitungen ist charakteristisch für das Land. "Do it electrically" — ist ein in California oft gehörtes Schlagwort.

Ich steige über eine Leiter auf einen der hohen Bohrtürme und schaue auf die Stätte der Arbeit und des Reichtums unter meinen Füssen herab. Fast unübersehbar ist der Wall der Bohrtürme, durch den die riesigen, mit metallischem Aluminium angestrichenen Tanks zur Lagerung des Rohöls im Scheine der warmen südlichen Sonne glitzern. Ihre Kuppeln senden Lichtstrahlen nach allen Richtungen, als ob sie von innen beleuchtet wären. In der Ferne aber rauscht der Ozean und singt sein ewiges Lied. Gegen seine Gewaltigkeit erscheint das ganze Erdölfeld und alles das was die Menschen darauf geschatten haben, als klein und nichtig. In einigen Jahrzehnten wird das Land ein ganz anderes Antlitz haben. Die Bohrtürme, die Tanks werden verschwunden sein und weklagen, was an ihre Stelle treten wird. Alles Menschenwerk ist vergänglich, bleibend ist nur die Natur, und der Ozean wird weiter brausen und bullen oder die Fische um die lieblichen unspulen, wie vor einigen Jahren bei der Fischzucht der Ind.

Deutschland hat von 1914 bis 1918 über 10 Millionen Dollar von der amerikanischen Regierung erhalten, um die amerikanische Bohrtätigkeit zu unterstützen. Die Reichsregierung hat in diesem Zeitraum die Bohrtätigkeit in Deutschland gefördert.

German-American Savings Bank

**Bank macht trotz widriger Zeitläufte rapide Fortschritte;
California kann mit Recht stolz sein auf Carl L.
Schloessmann, den Präsidenten der German-
American Bank of Los Angeles.**

Während dieser Zeiten wirtschaftlicher Krisen und Spannung, da Tausende von Banken in allen Teilen der Vereinigten Staaten ihre Türen geschlossen haben, kann sich das Deutschamerikanertum im südlichen California glücklich schätzen, dass es Herrn Carl L. Schloessmann, den fähigen und konservativen Präsidenten der German-American Bank von Angeles, zu den Seinen zählen darf.

Carl L. Schloessmann ist es gelungen, die von ihm geleitete Bank trotz der Depression zu einem der fortschrittlichsten und verlässlichsten Finanzinstitute des Landes zu machen. Absolute Sicherheit und konservative Geschäftsführung sind es, die sich Herr Schloessmann zum Leitfaden genommen hat mit dem Ergebnis, dass seine Bank für ihre Depositen, Ak-

das Geschäft der Bank rapide weiter entwickelt, so dass sie heute ungeachtet der Depression einen Surplus und Ressourcen von \$100,000,000 besitzt. Dies ist nicht zuletzt der zielsicheren Führung des Herrn Schloessmann und der harmonischen Zusammenarbeit aller Beamten und Angestellten zu verdanken. Sie alle verdienen höchste Anerkennung dafür, dass sie auf diese Weise eine Bank geschaffen haben, der man mit vollster Gewissheit sein Geld anvertrauen kann, denn man weiss, dass man es auf Verlangen jederzeit wieder zurückerhalten kann.

Während der ersten zehn Tage nach der Eröffnung der Bank beliefen sich die Depositen auf \$1,000,000. Inzwischen hat das Deutschamerikanertum von Süd-California dies auf eine neunstellige Zahl anwachsen lassen. Die Direktoren der Bank sind solide und charakterstarke Männer, mit nur einer Ausnahme prominente Deutschamerikaner, die sich als amerikanische Bürger allenthalben der grössten Hochachtung und Wertschätzung erfreuen. Ihre Namen sind: H. M. Kleinbach, C. R. Besser, William Falkenstein, Emil Holtz, Eduard Stuetz, C. H. von Breton, August von Handorf, E. Zitzman, H. L. Heffner und B. A. Walter.

Herr Philip A. Kuhn, der Sekretär der Bank, gehört ihrem Stabe bereits seit dem Tage ihrer Eröffnung an. Er ist unter den Deutschamerikanern von Los Angeles bestens bekannt und spielt auch im dortigen Vereinsleben eine beträchtliche Rolle. Charles T. Schiras, der Kassierer, ist einer der fähigsten Bankbeamten im südlichen California, dem langjährige Erfahrung bei der Erledigung seiner Pflichten zur Seite steht.

Eduard Stuetz erfreut sich als Herausgeber der „California Staatszeitung“ in Los Angeles besonderer Prominenz unter dem Deutschamerikanertum des südlichen California.

(Schluss auf Seite 72)

Was ist Astrologie?

EINE allumfassende Beantwortung dieser Frage würde zweifellos ein umfangreiches gedrucktes Werk beanspruchen, einem Studenten der Astrologie ist es jedoch

nach mehr als dreissigjährigen Beobachtungen gelungen, die Erklärung in die folgende kondensierte Form zu bringen:



Llewellyn George, Präsident der National Astrological Association, zeigt, auf welche Weise das Menschenleben auf planetare Vibrationen reagiert.

„Astrologie ist die Wissenschaft, die zeigt, auf welche Weise die Reaktionen des Menschenlebens! Welche Unmenge der Gefühle liegt in diesen vier Worten! Freude, Trauer, Liebe, Hass, Habsucht, Wollust, Verbrechen, Philantropie, Treue, Verrat, Frieden, Krieg — alle entstehen aus unseren Reaktionen zu den Umständen des Lebens. Und was verursacht die variierenden Umstände des Lebens?“

Jedes der zwölf Zeichen des Tierkreises besitzt seine eigenen distinktiven Qualitäten, die bei unserer Geburt auf uns übertragen werden. Die Astrologie basiert auf strikt mathematischen Prinzipien der Astronomie und man kann sie sich nicht durch das oberflächliche Lesen zweifelhafter Publikationen aneignen; schärfendes Studium verlässlicher Textbücher ist notwendig. Die Positionen und Aspekte der Planeten zur Zeit der Geburt eines Menschen werden (wenn sie von einem qualifizierten Astrologen richtig kalkuliert werden) die natürlichen Neigungen des betreffenden Individuums offenbaren. Ein Horoskop kann nicht ohne den Tag, den Monat, das Jahr, die Zeit und den Ort der Geburt kalkuliert werden. Irgend eine horoskopische Deutung, die sich ohne diese notwendigen Daten als Horoskop ausgibt, ist kein Horoskop.

Llewellyn George, der Präsident der National Astrological Association und überall in den Vereinigten Staaten sowie im Ausland bestens bekannt, hat seine Zeit darauf verwandt, seine Kenntnis der planetaren Gesetze zu vervollkommen und die Regeln der Astrologie für ihre prak-

tische Anwendung zu vereinfachen. Unter seinen bekanntesten Publikationen befindet sich das „Astrological Bulletin“, ein vierteljährliches Magazin, das jetzt in seinem 24. Jahre besteht und mit Recht als „Your Astrological Daily Adviser“ bezeichnet werden kann. Es wird von Tausenden in der ganzen Welt gelesen und benutzt; ja, viele Abonnenten erklären, dass sie lieber eine Mahlzeit versäumen würden, als ein Exemplar des „Bulletin“. Ein weiteres praktisches Werk ist das „Moon's Sign Book“, das seit 1906 jährlich herausgegeben wird. Es ist ein „Planetary Daily Guide“ für alle, ein astrologisches Jahrbuch, das die Mondphasen und Zeichen enthält, ferner Tabellen zum Pflanzen und viele andere praktische Winke für den täglichen Gebrauch. Es ist eine wohlbekannte Tatsache, dass die alten Agrikulturisten in den Tälern des Euphrat und des Nil ihre Pflanzungen unter strikter Beobachtung der Mondphasen und Tierkreis-Zeichen vornahmen und hierauf ihre ausgezeichneten Erfolge zurückführten.

Die Nachfrage nach diesen verlässlichen und interessanten Publikationen ist so gross, dass die Druckpressen ständig in Bewegung sind, um Literatur zu produzieren, die Astrologie in der einfachsten Weise erläutert, ohne von ihrer wissenschaftlichen Basis abzuweichen.

„Astro-Analysis“, ein Buch von 196 Seiten über „Vocational Guidance“, „How Planets Affect You“ und „The A to Z Horoscope Maker and Delineator“, ein Textbuch von 650 Seiten, gehören zu den weiteren wohlbekannten Büchern Llewellyn Georges, nach denen grosse Nachfrage herrscht. Sie sind so gehalten, dass es einem jeden möglich ist, sich die in ihnen enthaltene wertvolle Information leicht anzueignen und zuzunutzen zu machen.

Was ist Astrologie? Eine 2c-Fremmarke wird Ihnen die Antwort in Gestalt eines Buchleins bringen, welches den Titel trägt „Astrology: What It Is and What It Is NOT“. Lassen Sie keinen weiteren Tag vergehen ohne dieses wertvolle Buchlein zu besitzen. Senden Sie Ihren Namen und Ihre Adresse deutlich geschrieben an die LLEWELLYN PUBLISHING COMPANY, 8921 National Boulevard, Palms, Los Angeles, California.



CARL L. SCHLOESSMANN
Präsident der
German-American Bank

tionäre und Beamten als „100 per cent efficient“ anzusprechen ist.

Nach monatelangen Bemühungen, einen günstigen Platz zu finden, der ihr im Verein mit kompetenter Geschäftsführung den gewünschten Erfolg gewährleisten würde, öffnete diese Bank am 18. März 1927 zum ersten Mal ihre Tore und zwar an 8. und Spring Strasse in Los Angeles. Die Lage im Finanzdistrikt war ausserordentlich günstig gewählt und machte die Bank auch für die Kunden aus dem Los Angeles umgebenden Outback bequem und leicht erreichbar.

Viele prominente Deutschamerikaner aus allen Teilen des südlichen California waren bei der Eröffnung der Bank vor fünf Jahren zugegen und eröffneten Konto in ihr. Seitdem hat sich

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Popular Prices

JOSEPH TREMONTAN'S PHENOMINAL RISE IN THE HOTEL BUSINESS

One of the largest groups of hotels in San Francisco is that under the ownership and management of Joseph Tremontan, who has had more than a quarter of a century experience in catering to the public.

Mr. Tremontan now operates five hotels, all centrally located in downtown San Francisco, with a total accommodation for the public of 950 rooms. Every degree of hotel service is offered in these hospitable stopping places.

The present accommodations of 950 rooms, in five hotels, has grown in 22 years from Mr. Tremontan's initial venture in 1910, when he started with a small hostelry of 55 rooms. Constant expansion in the acquisition of more and better hotels, catering every year to a larger and larger number of travelers, has resulted from his close and personal attention to the comfort of his guests.

This steady and persistent growth of Mr. Tremontan's business offers its own proof of the excellence of the service found in his hotels.

Mr. Tremontan, himself, credits his success to the maxims of "hard work" and "a square deal," which he adopted as his code in conducting enterprises catering to the public. By hard work, and hard work alone, he believes, can the hotel owner be sure that no item of service to the customer is overlooked. A square deal to the hotel guest, according to Mr. Tremontan's idea, consists of the greatest amount of service at the lowest possible price.

All of Mr. Tremontan's hotels are friendly hotels where the traveler finds friendly clerks, bell boys, elevator operators, and maids,

always anxious to serve and make the guest comfortable and at home.

Mr. Tremontan's five hotels are the Golden Gate, at Powell and Ellis streets; the Continental, 127 Ellis street, near Powell; the Alta, 165 Third street; the Civic Center, Twelfth and Market streets, and the American, 718 Howard street. Any class of accommodation may be found in these fine hosteries, and rooms in any one of the five are priced most reasonably.

The Golden State Hotel has a strategic central downtown location, one block from Market street and within easy walking distance of theaters and restaurants. It has long been a favored location for convention headquarters by many of the organizations holding sessions in San Francisco.

The Continental Hotel, built a block from the Golden Gate, is equally well known and popular. For many years it was noted as the theatrical headquarters, where stage stars lived and met when in town in San Francisco.

The Alta, Civic Center, and American Hotels offer the finest type of service at extremely low costs, and are deservedly well known.

The story of Mr. Tremontan's business would be complete without a picture of the man who is its owner and manager. Born by birth in America and came to California in 1893. He has spent 25 years. His story of progress since then is one of steady growth, fully by preservation and unflinching application to the goal he set for himself in order to succeed. And he certainly did in a most interesting way.



Joseph Tremontan



The keys of the City await you at OAKLAND

Oakland's \$2,000,000 city hall is seen in the key ring and below it the Oakland Auditorium. The panorama shows the city's skyline looking across Lake Merritt.

OAKLAND, Industrial City Beautiful

By Oakland Chamber of Commerce

Settlement Begun

Spanish government wheels turned slowly in those days, and it was not until 1797, when Mission de Guadalupe was founded, that the padres and pioneers attempted to carve a civilization from the wilderness which covered this vast area.

For years, the friars worked patiently with the Indians whom they found inhabiting this section, military men kept an eye on the new-found harbor, pioneers turned the vast acres into grazing land for their cattle, and life was a tranquil, unhurried, luxurious, if somewhat crude and elemental affair.

In 1820, Don Pablo Vincent de Sola, governor of California, granted to Sergeant Luis Maria Peralta 44,800 acres which included the land now occupied by Oakland, Alameda, Berkeley, Piedmont, Albany and part of San Leandro, and two years later the Don gave the present site of the city of Oakland to his two sons, Antonio and Vicente.

It was inevitable that a land of such richness should attract early attention, and it was only a little while after the influx of Americans and others who came to San Francisco in the late forties until the interest of the aggressive newcomers was directed to this verdant and almost virgin shore.

The little village of San Francisco burned several times, and to get lumber for rebuilding men went out into the hills beyond the Peralta lands and felled the redwoods. By 1850 a considerable industry had sprung up and it is from that year that the history of Oakland really dates.

Town Incorporated

In 1852, the little settlement thus picturesquely begun, had one hundred inhabitants, and on May 4 of that year the town of Contra Costa, settled two years before, was incorporated by the State Legislature as the Town of Oakland. Immediately after its in-

corporation, the entire Oakland waterfront was granted to H. W. Carpentier by the town trustees in exchange for the building of a one-room public school house and three wharves, one of which was to be at least 20 feet wide. The school was built at a cost of about \$1000 and was located at Clay and Fourth streets.

It took years of litigation to win back the waterfront for the city and it was not until 1910 that she regained full rights, after half a century of lawsuits costing millions of dollars.

In 1853 the College School, with Henry Durant as principal, was established in a rented room on Fifth street near Broadway. It had a class of three pupils. The school, planted in the Oakland forests, has grown and developed into the University of California.

In 1854, Oakland was incorporated as a city. Three hundred and sixty-eight votes were cast at the first election after the granting of the charter, and Horace W. Carpentier was elected mayor. Ten years later, Oakland ranked thirty-first in the list of principal towns of California with a population of 1450. The first west-bound transcontinental train entered Oakland on the Central Pacific Railroad, sixty-two years ago, in 1869, and Mills College, now the outstanding school for women in the West, was opened in Oakland 60 years ago.

The first street paving was laid in Oakland in 1864 on a small portion of Broadway, its main street, at a cost of \$3.18 per foot, and in 1869 Dr. Samuel Merritt, then mayor, wrote into his annual message the information that "A dam has been constructed near the Oakland Bridge, at a cost of at least \$20,000, converting the arm of San Antonio Creek, north of the bridge, into a beautiful lake." That lake is now Lake Merritt, the only tidal body of water in the heart of any American city and one of the most picturesque in the United States.



Oakland's Municipal Auditorium

"MI CAPITAN! We have discovered a brazo del mar, with fair and green coast on its farther shore. It's another Mediterranean!"

Sergeant Ortega, redoubtable scout of Don Gaspar de Portola, governor of Lower California, made that report 162 years ago to Don Gaspar on a November day when he returned from having viewed San Francisco Bay and the "green coast" on the "Contra Costa" or opposite shore which is now occupied by Oakland and its neighboring cities. He and his party were the first white men to view any part of that beautiful area and the discovery was purely accidental as Portola had set out from San Diego on an expedition to locate Monterey Bay, discovered in 1602 by Sebastian Viscaino.

The first white men to actually enter the territory were Lieutenant Fages of Portola's staff, and Father Crespi who visited it in 1772 and explored the East Oakland and Berkeley hills. Lieutenant Juan Manuel Ayala sailed into San Francisco harbor in the San Carlos in 1775 and looked across at its verdant shores and a year later, just after the Liberty Bell was ringing in Philadelphia, Jose Joaquin Moraga, a sergeant of Colonel Juan Bautista de Anza, led a party into the Moraga valley which is now chiefly noted as the home of St. Mary's College. Colonel Anza was establishing a military post in San Francisco at the same time, and the development of the great Bay area was under way.

Becomes Industrial Center

Known for many years as a residential city, Oakland began to emerge as an industrial and seaport center about two decades ago, that development beginning after the San Francisco fire in 1906. Its climatic, economic and manufacturing advantages began to be known and it launched into a period of growth that is almost unparalleled in the state.

Imbued with the progressive industrial and commercial spirit that is typically Californian, Oakland has huddled well on its geographic and natural advantages and today it stands on the continental side of San Francisco Bay with a harbor gateway to the markets of the world, a network of railways sending their steel trails to every city in the nation, a back country of great agricultural wealth, a site on which it has built the nation's first airport, and is situated at the crossroads of all the great highways of the West.

Up in the hills on Skyline Boulevard, a stone marker rises on an eminence not far from Joaquin Miller's old home, as a remembrance of the time when General John C. Fremont stood on that spot in 1846, saw the sun set in all its glory across the narrow opening of the harbor beyond, and named the Golden Gate. And scattered here and there in the same section are a few patriarchal sequoia, or redwoods, that are survivors of their brethren of so long ago.

New Replaces Old

These are the only reminders of the old Spanish days, for Oakland is now a bustling, modern, aggressive municipality with towering office buildings, broad streets, picturesque parks, schools, churches and homes. The old "arm of San Antonio Creek" is now beautiful Lake Merritt and the rickety wharf from which the settlers used to load hides, horns and tallow onto sailing vessels, is now marked by a stately Embarcadero, with vine-covered pillard. The trail of the padres over the hills from San Jose Mission is now Foothill Boulevard, one of the main arteries out of the city. The old College School is now the great University of California, and the harbor which once was controlled by Carpentier is now busy with export and import dealings with the markets of the world. Industrially, it offers much, its immediate trade area being all of that territory west of the Rocky Mountains with a population of more than 12,600,000—a per capita purchasing power larger than any other section in the world.

Oakland is immediately adjacent to a population of approximately 1,600,000 persons in the San Francisco Bay district and holds a particularly commanding position with relation to the Pacific Coast and border states of California, Washington, Oregon, Arizona and New Mexico with a population of 9,441,100. Close by are the thickly populated and rich valleys of the Sacramento, San Joaquin, Sonoma and Santa Clara, California's choicest agricultural districts with a total of 1,388,000 residents, within the East Bay district comprising Oakland and surrounding territory, 25 canneries pack a great share of the fruits and vegetables produced in this region, and Oakland's terminals send them out to all parts of the world.

More than 125 national industrial organizations have Pacific Coast factories in the East Bay district, and Oakland today has 1500 industrial plants employing 48,000 persons yearly, with an annual payroll of \$66,000,000. The yearly output of these plants is valued at \$500,000,000.

Industrial Importance

More than 125 national industrial organizations have Pacific Coast factories in the East Bay district, and Oakland today has 1500 industrial plants employing 48,000 persons yearly, with an annual payroll of \$66,000,000. The yearly output of these plants is valued at \$500,000,000.



Oakland's Unparalleled Airport

Excellent transportation facilities, rail, highway and water, and an efficient working climate that acts as an aid to low production costs, have greatly facilitated the city's industrial expansion. Forty-two per cent of Oakland's laboring men own their own homes, and skilled labor in this area is almost 100 per cent white. Good living conditions tend to produce a high type of labor and the average earning of an industrial worker in Oakland has been computed to be considerably higher than in other cities.

Oakland has been called the "industrial city beautiful" because, with all of its industrial advantages, it does not lack scenic beauty to attract tourists and visitors. A wealth of interest and lure centers around Lake Merritt, sparkling like a great jewel in the diadem of the city's panorama, Sequoia Park and the Skyline Boulevard looking down from the foothills of the city, Chabot Observatory, the largest municipal one in the world, and the \$2,000,000 city hall towering over the city's skyline.

Scenic Wealth

Driving through the George A. Posey Tube which connects Oakland and Alameda under the inner harbor and is the largest subaqueous precast vehicular tube in the world, the visitor arrives at the city's proudest possession, the Oakland Municipal Airport. It is established where the commercial travel lanes of two hemispheres meet and is the logical center for Pacific Coast air commerce. Five great hangars house the giant planes that fly to New York, Chicago, Los Angeles, Seattle and intermediate points, carrying mail and passengers. Daring pioneers have already blazed the air trail across the Pacific, starting their flight from the Oakland airport. The great airfield has the only exclusive airport inn in America, a restaurant, spacious administration building in which is located the U. S. Weather Bureau, a hospital equipped to handle emergency cases, sleeping quarters for pilots, offices of the field superintendent, and waiting rooms for passengers. In hangar No. 5 is located one of the largest and best-equipped aeronautical schools in the country.

No matter how strong its business, industrial and commercial life, no American city can continue to grow and prosper unless it prepares for the future. Oakland is doing this by giving its youth the finest educational institutions that can be maintained, erecting splendid churches, keeping up parks, museums, swimming pools and playgrounds. It has 190 churches, 628 acres of playgrounds and parks, 53 elementary schools, twelve

junior high schools and 10 high schools. The famous University of California, with one of the largest enrollments in America, is within 30 minutes of downtown Oakland. Mills College, largest girls' school in the West, is in the heart of Oakland. Stanford University at Palo Alto, and Santa Clara University at Santa Clara, are both within a radius of 50 miles of Oakland, while St. Mary's College is just outside the city.

Do you want to see Yosemite, Lake Tahoe, Sacramento River, Mt. Diablo, Mission San Jose, the Mother Lode country? Oakland is the largest city close to these points and is in fact the continental metropolis of central California for trips to these and scores of other interesting beauty spots of the Golden State. Do you seek recreation? Oakland offers beautiful golf and country clubs, tennis courts, howling greens, parks, beaches, rifle ranges, archery ranges, football games in the nearby California Memorial Stadium, basketball, hockey, and crew races in its estuary and on Lake Merritt. This year the national outboard motorboat races were held on Lake

Merritt, the national motorcycle hill climbing championships were held on a steep hill just off Foothill Boulevard, and a new automobile racing track was opened between Oakland and San Leandro.

Oakland lies in the heart of California's magic wonderland; it has established itself industrially, its reputation as a city of beautiful homes is known throughout the West, its opportunities for expansion are limitless.

Nature has given it an unparalleled climate, a strategic geographical location, and its citizenry is wide-awake aggressive, and loyal.

The history of Oakland and the East Bay Section begins with the explorations of the Missionary and military expeditions sent out from Mexico under the banner of Spain about the year 1770. These expeditions resulted in the establishment of a chain of Missions of which the Mission San Jose de Guadalupe, located on the east shores of San Francisco Bay, was one. From the time of the establishment of this Mission until about the year 1820 this great East Bay area was a

HAYWARDS

"Heart of the Garden of Eden"

Hayward, Calif., Alt. 15; pop. 5500; area, 1 square mile.

Surrounding territory within three miles radius has approximately 25,000 inhabitants. Reached by bus or street car from Oakland, through 12 miles of thickly settled metropolitan area. Situated close to the shores of San Francisco Bay and extending back through rolling foothills and many fertile valleys. The enthusiasm of residents has bestowed the name "Heart of the Garden of Eden," since it is situated in Eden Township. More than 20 outlying district community improvement clubs, which cooperate through a Southern Alameda County Federation, show an aggressive, enterprising community spirit. Located in what was once the Rancho de San Lorenzo, the city is eloquent with



Looking toward San Francisco Bay with the Golden Gate in the background. Lake Merritt is dominant in the center of the view and the business section of the city lies just behind it. At the extreme left is the Auditorium, in the center on the shores is the Scottish Rite Temple and the tallest structure in the business district is the city hall.

grazing ground for the countless herds of cattle owned by the Missionary Friars. About this time, Louis Maria Peralta, who marched into California with the troops of the King of Spain in 1776, was made the owner of the present site of the City of Oakland. He received it as a grant from the Spanish Crown on August 16, 1820.

In 1842 Peralta divided his rancho San Antonio, as it was called into four parts, giving to each of his sons a quarter of the estate. Immediately after receiving their heritage Vincente and Antonio Maria, the two brothers who owned the part of the area now occupied by Oakland, established themselves on their new ranches, and soon after, other grants, this time from the Mexican Government, brought the two brothers other Spanish neighbors. Then signs of Oakland streets began to appear in the form of roads from one rancho to another.

Moses Chase, who leased holdings from one of the Peralta brothers in 1850, was the first American citizen of the future city of Oakland. Close on his heels came a horde of squatters drawn to California by the gold rush of 1849. Two years later a nameless village had come into existence on the site now occupied by Oakland. At the session of the legislature of 1852 this was incorporated under its present name.

The sandy peninsula was covered by a dense growth of oak trees, which subsequently gave to the place its name, and beneath the trees were numerous thickets of chaparral and tangled underbrush. Some four miles to the north was the residence of Vicente Peralta, and around it were settled a few other native Californians. The only use made of the Peninsula of Oakland was to obtain from it the necessary

Continued on Page 20

spanish history. The new \$125,000 City Hall stands on the former site of the hacienda of General Guillermo Castro. A Veterans' Memorial Building costing \$100,000 has just been completed. There is a high school evaluated at \$1,500,000, 15 grade schools, nine churches, two large banks, a municipally owned water system, and every street within the city limits is paved and well lighted. Floriculture is rapidly becoming a \$20,000,000 industry in this vicinity. Over 4,500,000 square feet of green houses produce more than \$10,000,000 annually. The world's largest pigeon lofts are located here. Five thousand cold storage squads are shipped East each week. It is the second largest poultry center in California; sales of eggs and poultry total more than \$7,500,000. The poultry cooperative profit sharing organization, with 1160 members does an annual business of approximately \$1,250,000. "King of America," the highest award for leghorns, is held by a local poultry man.

Several large canneries and packing plants are to be found in the district. Apricots, peaches, pears and cherries are the staple fruit crops. Rhubarb, tomatoes and early peas, with most every garden vegetable comprise an extensive agricultural industry. The dairy industry alone was worth \$6,000,000 to the community last year. Rabbit and duck raising are rapidly developing into an important means of revenue for the small home owner. The longest bridge in the world connects Hayward with San Mateo nearly eight miles away across San Francisco Bay. The world's fastest dirt speedway and the annual rodeo are national attractions. Favored by a year round equable climate makes Hayward an ideal home city.

OAKLAND, CITY BEAUTIFUL

Continued from Page 19

supplies of fuel. At some remote period there had been Indian camps upon the northern banks of the San Antonio Creek, and the mounds, composed mainly of oyster shells are not yet entirely obliterated. San Pablo was a flourishing mission and San Antonio (now Brooklyn Township) was a town before there was a solitary settler in Oakland. Indeed for a year or two after the settlement of Oakland, San Antonio was in advance. It had formerly been an embarcadero from which were shipped the hides and horns collected in the adjoining country.

The first settlement was in 1851, and the original inhabitants were H. W. Carpentier, Edson Adams and A. J. Moon. By these persons the land was taken in possession, and through their efforts public attention was first drawn to the location. Charles Minturn became interested with them, and placed upon the San Antonio Creek a steamboat that was ample to accommodate the business between Oakland and San Francisco. The town, in 1852, had no local business and no means of self support. On account of the pleasantness of the trip over the bay and the delightful groves, numerous visitors were attracted and a few gentlemen of means soon purchased land upon which they erected dwelling houses. At this early date the present condition of the city was foreshadowed. It was a suburban resort. There were but few people in the place in 1852, but enough to require a public school and a city wharf. The Act of Incorporation vested in the Town Trustees the power to make these improvements, and also the right to dispose of the water front, which in the same act was ceded by the State to the city.

The first Board of Trustees, consisting of A. W. Barrell, A. J. Moon, Edson Adams and A. Marier, (H. W. Carpentier was elected, but failed to qualify) by a series of acts transferred to H. W. Carpentier the title to the waterfront, in return for which he was to erect a public school and build a wharf at the foot of Broadway, the latter to cost twenty thousand dollars. The subsequent history of this transaction furnishes an example of the most persistent and interesting litigation that can be found in the records of the several courts.

For two years following, the town continued to grow and became a center of trade for the Mexicans living in the adjoining country. The lands in the Oakland Valley were brought under cultivation and considerable quantities of produce were exported.

In the spring of the year 1853, the Oakland College School was established by Rev. Henry Durant, who later became President of the University of California. A frame building on the northeast corner of Broadway and Fifth Streets, that had been prior to that used as a

hotel, was rented, and President Durant commenced teaching school with a class of three pupils. This school, planted in the Oakland forests in 1853, has grown and expanded and has at last been developed into the University of California, the peer of any institution of learning in America. The establishment of the school was not a private enterprise, undertaken for pecuniary purposes. It was the result of a correspondence commenced as early as 1849, upon the founding of a college, and it was with that purpose in view that President Durant made his humble beginning.

March 25, 1854, a charter was granted for the "City of Oakland," (this has been revised several times since, the last revision being July 1, 1931) and a fresh impulse was given to public affairs. Three hundred and sixty-eight votes were cast at the first election after the granting of the charter, and Horace W. Carpentier was elected Mayor. The people of Oakland even then entertained very lofty ideas about the prospective importance of the place, and in his first message, the Mayor gave it as his opinion that the transcontinental railroad, that then seemed to be so far off, must terminate here. A newspaper called the Alameda Express was at that time published in Oakland, and in its columns can be found the message in full. There was a Fire Department and a School Department and governmental machinery enough to run a vast city. The Council elected in 1854 was "Anti-Carpentier" and caused proceedings to be instituted to recover the waterfront. This and all other litigation against Mr. Carpentier touching the ownership of the property in question was unavailing.

During the decade between 1854 and 1864 there is but little of interest to be noted. The dredging of the bar at the mouth of the San Antonio Creek greatly benefitted the city, and the rivalry between the Larue and Minturn lines of ferry boats by cheapening fares, advanced the prosperity of the town. The improvement at the mouth of the Creek was not of long duration, and on account of the uncertainty of the ferry, many people who felt inclined to become residents of Oakland refused to do so. Between 1852 and 1860 the growth was reasonably rapid and by this later date Oakland had a population of 1,553; by 1870 it had grown to 10,500 and by 1880 to 34,555. The First Presbyterian Church and the Catholic Church had been started, the College of California had been incorporated but had not an actual existence.

The extending of a pier from "Gibbon's Point" into the deep water opposite Goat Island had long been projected, and when the San Francisco and Oakland Railroad Company undertook the work, Oakland commenced a new life. Population increased very steadily, communication with San Francisco was frequent and regular, and modern Oakland was ushered into existence. In 1868, real estate speculation began to assume prodigious proportions. Homestead associations almost without number were formed, and the lands north of the city that had for years been used

as farms were staked off into homestead lots, upon many of which comfortable and elegant residences have since been erected.

The great and apparently all-important event in the history of Oakland, since it emerged from the condition of a country village and became a city in fact as well as in name, is the compromise of the waterfront litigation and the cession of certain lands to the Western Pacific Railroad Company, whereby the terminus was secured for Oakland.

In 1868 the location of the Western terminus of the Pacific Railroad was a matter that attracted considerable attention in certain circles, but which the public generally had not commenced to consider. In the summer of that year the City Council decided to obtain a settlement of the waterfront controversy if possible. As the property stood, no person could convey a valid title to it, the city and Mr. Carpentier each claiming it. If probabilities were to be considered, it seemed as if the city would lose in any proceedings that might be undertaken. Honorable John B. Felton was employed on a liberal contingent fee to attend to the matter. It soon became apparent that unless a compromise was effected, so that either the City or Carpentier could make a conveyance of some of this property to the railroad company, the terminus would be located elsewhere on the eastern shore of the bay. Various negotiations were entered into, and the parties having come to a clear understanding, the whole affair was laid before the people of the city, receiving their formal endorsement and approval. In 1868, the Legislature being in session, a brief act was passed giving the City Council power to compromise and settle any litigation in which the city might be a party. On April 1, 1868, the council passed an ordinance releasing to Mr. Carpentier the city's claim to the entire waterfront and ratifying and endorsing the case of the first Board of Trustees, who had also conveyed to him the same property. Mr. Carpentier deeded the whole of it to the Waterfront Company and the Waterfront Company conveyed certain portions of it to the Western Pacific Railroad Company. In consideration of the grant, the railroad company agreed to locate its terminus in Oakland and expend five hundred thousand dollars thereon within a stipulated time—conditions that have been faithfully kept. There was reserved to the city a portion of the waterfront of the northern bank of the San Antonio Creek, lying below Water Street, between Webster and Franklin Streets, and extending to deep water. The cumbersome details by which the compromise was perfected are not given in this connection, as they have long since been placed publicly on record, and can readily be consulted by any one who desires a critical knowledge concerning them.

In June, 1869, the clouds that had been overhanging city property were dispersed, a compromise whereby all outstanding claims could be purchased at a nominal rate having been effected. The years 1868 and 1869 were the most important in the city's history. The location of the terminus had been settled, land

titles had been perfected, the State University secured for the city and the local ferry had been improved so as to meet all the wants of the people. The wild real estate excitement having culminated without causing a depression in prices, the erection of buildings progressed more rapidly than ever.

With hourly ferry service to San Francisco and real transportation facilities, Oakland went forward more rapidly and public improvements were incorporated frequently. A petition for permission to erect a gas works was received by the council in 1865 and was followed by a number of others, eventually combined in the organization of the Oakland Gas Light Company which erected and maintained a gas lighting system throughout the city.

Lake Merritt, one of the beauty spots of modern Oakland, came into existence during this period. A dam was thrown across the arm of San Antonio Creek north of the Oakland bridge at a cost of \$20,000 and a road 60 feet wide and four miles long built along the lake. It was estimated at the time that \$500,000 was added to the surrounding property. This has been multiplied many times since that date.

Oakland was a town of 6000 inhabitants in 1868 and covered an area of about 1600 acres of woodland giving it the appearance of a huge orchard in contrast to "the treeless streets of San Francisco." In three years the value of real estate and the number of inhabitants had doubled. The real impetus of subsequent development was given when the Transcontinental Railroad came in the same year.

The years 1870-71 were eventful ones for the city. The Wester Street Bridge was built in the face of opposition from Brooklyn for the Legislature declined to uphold the latter's claim that such a structure would interfere with navigation. The county seat was transferred from San Leandro to Oakland. The post office which had been moved repeatedly since it was established at 2nd and Broadway at last was given a permanent location on Broadway between 9th and 10th. A pretentious structure put up by the Union Savings Bank at 9th and Broadway was but one of the number of first class buildings being erected at that time along Broadway.

Oakland's growth during the first decade of its existence was based on a staple foundation and did not come as a result of "booms." When transportation facilities were provided business, industrial and residential development was given a new impetus and the ensuing years proved to be especially noteworthy.

As a result of phenomenal development during the decade 1870-1880, Oakland rose to position of second city on the Pacific Coast in point of importance, and had a population of

36,500 in 1882. This remarkable growth had been made possible by improved transportation facilities, especially those connecting the East Bay with San Francisco. Fifty ferry trips were made from Oakland daily, each consuming about thirty minutes. Industrial development had been fostered by estuary and harbor improvements. A mole 6,500 feet long, terminating with a large ferry depot, was built by the Central Pacific Railroad Company of rock hauled thirty miles for the purpose. Oakland had become a residential city of considerable importance in 1885. Mansions, houses and cottages were thickly sprinkled through oak groves that had given the place its name. Excellent facilities for public service were mainly responsible for this development. Water was piped in from Lake Chabot, behind San Leandro, where 5,000,000,000 gallons were stored in a reservoir four miles in length, completed in 1874. It was to be eventually eight miles long, with a capacity of 15,000,000,000 gallons. Water was brought from a lake near Temescal to Piedmont and Oak Heights.

Oakland was by 1885 "no longer a suburb of San Francisco, but had laid foundations for a separate business and commercial center." An enumeration of its various buildings and improvements would make a formidable list of rather disconnected information; but it is interesting to note certain features of the city during the period of the early eighties. This end could probably be reached more surely through devoting a paragraph to each phase of the subject, delineating it in skeleton form rather than going into detailed description.

Oakland was called in 1885 a "city of spires," for the steeples of forty churches rose above treetops and lower buildings at every point of the compass. The education welfare of the community was safeguarded as well as was the spiritual. There were seven school buildings with a capacity of 6,000 pupils. These structures were placed in wards with reference to population, which varied greatly in different districts. Inhabitants' literary desires were gratified through a public library of nearly 10,000 volumes.

Although Oakland was from the first a great natural park with its groves of oaks, particular attention was paid toward founding a park system. There were eight squares and two plazas in the city at this juncture, of which the only two improved were Lafayette Square, between Tenth, Jefferson, Eleventh and Grove Streets, where an observatory stood; and Jefferson Square, bounded by Sixth, Jefferson, Seventh and Grove Streets—a partially improved plat. Other squares were in their natural state.

Oakland's public buildings were fairly adequate for the times. There was the Court

House, on the west side of Broadway between Fourth and Fifth Streets. It had been completed in 1878. At the head of Washington Street stood the City Hall, built in 1868 at a cost of \$80,000. This edifice was destroyed by fire in 1877 and was replaced by another building costing \$23,000. (The discrepancy between the two figures given is accounted for by greater economy and lower prices of materials.)

The city at this time boasted twelve principal hostelrys caring for the wants of transient and permanent guests, three theaters, which were according to a contemporary writer "generally in successful operation" to the number of first class buildings extending down Broadway which had developed into the main street

GEORGE SANDEMAN
Manager

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of the town. Oakland had "a paid fire department; an electric telegraphic network used for fire alarm purposes; a district messenger system; a telephone exchange; a system of pipes to supply water to every house and 62 miles of macadamized streets. Intra-city transportation was provided by eight horse-car railways with a total of 35 miles of track. Most of the trans-bay traffic was handled by ferries terminating in Alameda.

A nucleus for a large industrial section was made when the estuary of San Antonio was made accessible to vessels drawing more than two feet of water. A channel was dredged so that boats of ten foot draft might enter at low tide.

"The year 1890 will be looked upon by the Oaklanders of the future as the great year of the Renaissance. It will be a monument set by the roadside to mark a quickening of pace in the procession of the years." So wrote the editor of the Oakland Daily Evening Tribune for the January 3, 1891, issue. This prophetic statement was not amiss, for Oakland, as part of the increasingly homogeneous East Bay community, launched out on a period of development, not as spectacular as others preceding and succeeding, but during which foundations were laid for future commercial, industrial and residential growth.

As a means of increasing the value of real estate and of improving transportation facilities in residential districts, many miles of streets were paved with blue trap rock, which formed the base for early macadamized pavements. In downtown districts bituminous rock was used for street work, and matters came to such a pass that petitions for new paving called for more stone than could be furnished by quarries in the vicinity of the East Bay. Old plank sidewalks that had been in service for many years were torn up and replaced with cement. New vitrified ironstone sewers were installed in place of root-clogged broken sewers, which had formed a menace to public health. All in all, things that should have been done years before were suddenly accomplished in Oakland.

There had been a short-lived real estate boom in 1887, that had come after a prolonged period of dullness and it was not until two years after it had started that land prices became definitely fixed on a solid business basis. In 1890 there were no building sites for less than \$50 a front foot. A short time before the same lots could have been purchased at half that figure.

Five hundred and fifty-eight structures were in Oakland in 1890 at a cost of nearly \$2,000,000. The central city and suburbs had built up so that the transition from one district to another was becoming less perceptible.

The industrial sections of Oakland were by no means lying dormant for by 1890 there were 3000 people employed by its factories which had an annual production value of over \$11,000,000. Flour, leather, jute, nails, pottery and building materials were the principal products. Lumber and coal were the chief imports by sea. A new phase of industrial activity is seen in the presence of three large ship-

building yards on the shore of the estuary in 1891.

A number of electric railway companies obtained franchises and built lines during this period but were eventually consolidated into the Key System Transit Company or acquired by the Southern Pacific Co.

The long standing waterfront controversy was partially settled in 1893, after three decades of litigation. The Central Pacific, Oakland's chief opponent in the dispute, had bought the Western Pacific and thereby gained entrance to the city by way of Niles Canyon. The present Western Pacific, built by George Gould, also runs through this depression in the Coast Range hills. The original line is now the Southern Pacific.

The subject of development in the East Bay community after 1900, is essentially a single story. Factors that benefited one city gave impetus to growth in the others. In 1905 Oakland gained slowly in population and was rather tardy with municipal improvements. The waterfront question was definitely settled in 1910, after fifty years of litigation, when the city recovered possession of its harbor front—thus allowing an unrestricted field for industrial and commercial growth. The land concerned stretched from San Leandro Bay along the inner harbor of Brooklyn Basin and the estuary, thence covering the western shore. With the exception of two small wharves at the foot of Franklin and Grove Streets, however, all of the harbor on the south and west shores was under private ownership and control. The railroads were given franchises and their lands will, after a period of years, revert to the city. Harbor development immediately began. It consisted of building quay walls, wharves and new frontage—which made possible a fifty per cent increase in water tonnage, in 1915, over the 1905 figures.

In 1911 a new city charter prepared and proposed by a Board of Freeholders was adopted setting up the Mayor Commission Form of Government which had recently come into vogue.

There were few adequate public buildings in Oakland in 1905. The City Hall, a wooden structure, with the police office and jail in its basement, was subsequently replaced with a new City Hall of revolutionary design. A municipal auditorium was constructed at about the same time on the south approach to Lake Merritt.

In 1905 Oakland's park area consisted of seven small squares, ten acres of unimproved land in the western part of the city, and Independence Square, comprising eleven acres of unimproved land bounded by Sixteenth Avenue and East Seventeenth Street. The total area of these reservations was about thirty-three acres; not including Lake Merritt—then undeveloped. A park commission was organized in 1908; succeeded by the Board of Park Directors in 1911. In ten years all of these parks were improved—an area, including Lake Merritt, of 350 acres. This achievement concluded for the time being the history of Oakland's parks, which runs back to the early fifties when the little town of Embarcadero

San Antonio nestled at the foot of Fourteenth Avenue.

Events of the year 1906 played significant parts in working out the destinies of the East Bay. On April 18th the earthquake and fire occurred in San Francisco, wiping out the greater portion of that city. Refugees from the flame-swept area poured into the East Bay, a substantial proportion of whom remained even after San Francisco had been rehabilitated. It has been estimated that 75,000 newcomers settled in Alameda County, a majority of them permanently.

Greater Oakland came into being in 1909 when the city's area was extended by the addition of Elmhurst, Fruitvale and Melrose, from 23.09 square miles to 60.77 square miles. A waterfront of 27 miles was created by reclamation work and a property valuation of \$124,000,000 was attained. Building permits exceeded \$6,000,000 in 1909 and the people thought it worth while to vote over \$3,000,000 in bonds for waterfront improvements. There were in 1909 153 miles of electric railway centering in Oakland, making it the nucleus of an unusually comprehensive transportation system.

Oakland had gained all the characteristics of a city by 1909 with an area of over 38,000 acres fairly well built up. In the period from 1905 to 1915, 110 miles of sewers were laid in annexed districts. With an increase of automobile traffic, more durable street paving was necessary. An asphalt with a California petrol base was adopted. Over sixty miles of streets were paved with this composition by 1915 and others were being constructed at the rate of 20 to 30 miles per year. In 1914 there were 37 miles of asphalt streets; 305 of macadam; 59 of turnpike; and 127 miles of unimproved roads. Bordering these were 685 miles of sidewalks. Statistics of this nature have been given to more graphically picture the enormous area covered by Oakland.

Although the most spectacular periods in East Bay history were those decades beginning with 1860 and 1910, the post-war years have proved by far the more interesting. When the war broke out in 1914, the general building campaign that had been in progress was brought to a halt by sudden rises in prices and a scarcity of labor. Even after the Armistice had been signed, many months passed before conditions had returned to normal. When prices became more reasonable construction work was resumed on a large scale. In Oakland, for example, the value of building permits jumped from \$9,500,000 in 1921, to \$24,000,000 in 1922 and to \$31,000,000 in 1924, finally reaching a top figure of \$39,000,000 in 1925, since which time there has been a slight decrease. However, in spite of the present economic depression, Oakland still maintains its leadership in this respect and is considered one of the bright spots in the country. Statistics, recently compiled, placed Oakland among the 25 cities showing the largest volume of building activity during the first quarter of 1932.

This enormous growth of building activity must be for the most part attributed to popula-

tion increases in the East Bay. Oakland in 1920 led all California cities in average decennial increase in population since 1870. This growth was brought about by many factors, chief among which were good transportation facilities, excellent living conditions and the availability of desirable homesites at reasonable prices. The population of Oakland had risen to 284,000 in 1930, an increase of about 90% in two decades.

Industrially Oakland made great strides during these post-war years. Manufacturing products increased from \$100,000,000 in 1919 to over \$500,000,000 by 1931. Retail trade has shown a steady increase. The assessed valuation of property has risen to approximately \$300,000,000. New industries have located in the East Bay section at the rate of about 100 per year; 1500 industries being in operation in 1931, employing 48,000 persons with an annual payroll of over \$65,000,000.

This growth is occasioned by the distinct advantage Oakland has as the geographic center of the Pacific Coast States, by its unexcelled transportation facilities and by its ideal living conditions.

Within the last decade important strides have been made in the development of port facilities. The establishment of a non-political Port Commission in 1926 and the voting of a \$9,960,000 Port Bond Issue inaugurated an era of port development that has brought constant progress in Port of Oakland shipping and has made Oakland a recognized world port. The Oakland Municipal Airport established in 1927 as a subsidiary of the Post Department is internationally noted for its excellence of plan and management and is the center on the Pacific Coast of both commercial and government aeronautic activities. Furthermore, it is the only airport, up to the present time, which has received the rating of A-1-A, the highest award issued by the United States Department of Commerce Aeronautics Branch.

The continuance and rapid growth of the East Bay communities had made, what was in the early years an abundant supply of water, a very unreliable source by the beginning of the post-war period. Consequently the communities, led by Oakland, saw a new source, which would assure a supply for the unlimited growth anticipated for the East Bay region. The result was the organization of the East Bay Municipal Utility District comprising all of the communities and unincorporated areas from San Leandro to Richmond. By rapid steps the acquisition of sites on the Mokelumne River, the building of dams, power houses, fire lines and other operating structures were undertaken so that in a period of a little over six years from the time that the district was organized, and less than four years from the time construction was started, the municipally owned supply was available. To the original bond issue of \$39,000,000 voted for the construction of the project in 1924, the voters later added \$26,000,000 for the purchase of the East Bay Water Company's distributing system which was then modernized and enlarged to meet the needs of the community for many

years to come, thus relieving the East Bay communities of any further specter of a water famine.

This period also saw the construction of a submarine tube linking Oakland and Alameda and replacing the old Webster Street bridge which was dismantled to allow free movement of commerce in the estuary. The removal of this obstruction has speeded the development of this waterway and the surrounding area as a shipping and industrial center.

Reclamation work along the waterfront boundaries has added many acres of land valuable as industrial sites and to which many new large industries have been attracted. The total estimated expenditure for this enormous construction will benefit all the communities of the East Bay regions from \$19,738,314 to \$31,898,529 depending upon the area and reclamation operation.

The beginning of a new decade has once again witnessed a change in Oakland's form of government. By the vote of the people the council manager form of government was instituted on July 1, 1931.

Under the leadership of the new City Council, a body representing all sections of the city as well as the various social, professional, business and industrial fields of endeavor, a carefully considered program of civic improvements has been launched:

Among the first of these—a new \$125,000 Exposition Building was recently completed on city property adjoining the Municipal Auditorium and is attracting many local and national expositions and shows to the city.

Legislation has been speeded on an ambitious program of street openings and improvements which will make the business, home and industrial sections more accessible.

Work is under way on a \$4,000,000 low level highway tunnel through the hills that will provide another high speed artery from the great interior valleys into Oakland.

Through coöperation with the East Bay communities and San Francisco, sanction by all Federal and State bodies of the San Francisco-Oakland Bay Bridge has been obtained and work on this great project is under way.

A new post office building occupying an entire block between 12th and 13th, Harrison and Alice Streets, and costing over \$1,000,000 is nearing completion. Federal buildings to cost approximately \$5,000,000 were started on Government Island during 1931 for the United States Coast and Geodetic Survey, Coast Guard, Bureau of Public Roads and Forest Service.

Despite the economic depression which descended upon the world at the beginning of this period, Oakland has forged ahead. Development of a new business district on upper Broadway has progressed with the erection of many new business structures, a number of which are in the million dollar class. The old business section on lower Broadway has taken new life and is asserting its position as the business center of Oakland.

Educationally Oakland is now served by 76 school buildings, having an aggregate value of

over \$25,000,000. New units are being added continually. The Fremont High School costing approximately \$425,000 was completed early in 1932. The University of California, which made its humble beginning in Oakland, has now grown to be one of the largest and most outstanding institutions of its kind in the world.

With a history of sound progress in all of the things that portend greatness as a background and with a wealth of natural advantages, Oakland is on the brink of realizing the dream of its pioneers, that of becoming the industrial center of the Pacific Coast.

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FLAGS THAT HAVE FLOWN OVER CALIFORNIA

Many Flags and many Colors - but now the Stars and Stripes Forever.



WHEN on our national holidays we see our glorious Stars and Stripes proudly and beautifully displayed all over our beloved State of California, it also reminds us that this has not always been the case, that, in fact, not less than six other flags have for longer or shorter periods flown over California before her final and universal adherence to the star-spangled emblem of unity and strength.

Some of the principal events occurring during the flying of the various flags in California have been narrated in a most interesting manner by Philip Baldwin Bekeart for the well-known Society of California Pioneers. With the Society's much-appreciated permission we have culled the following excerpts from his illuminating account:

THE SPANISH FLAG IN CALIFORNIA. September 28, 1542 to April 11, 1822, —280 Years.

Vasco Nunez de Balboa at Darien, on September 29, 1513, clad in full armor and carrying the banner of Castile and Leon in his hand, walked out into the Pacific Ocean and with his sword pointing heavenward, claimed as the discoverer that ocean and all the land that it washed for the King and Queen of Castile, Leon and Aragon. This claim, however, was not recognized as valid by the other maritime nations of that period.

Hernando Cortez took possession of California (lower) for Spain on June 3, 1535, supposing it to be an island. When Juan Rodriguez de Cabrillo in September, 1542, entered the port of San Diego, being the first white man who cast his eyes or placed his feet upon its soil, he became the discoverer of Alta California. When on the next day, September 29, exactly twenty-nine years after Balboa's discovery, he planted the royal standard of Spain on the shore and claimed the territory for Spain, theoretically that flag may be said to have remained in California, and this country was recognized as a Spanish possession until 1822 when Mexico revolted and declared her independence of Spain.

Nevertheless, no actual settlement was made for nearly two hundred and twenty-seven years. On April 29, 1769, the San Carlos sailed into San Diego under Vincente Villa, with a party of soldiers and settlers under the command of Lieutenant Pedro Fages. Therefore, the Spanish flag actually waved over Alta California from the date of this first settlement until April 11, 1822, a period of fifty-three years. Theoretically, however, it may be said to have waved over Alta California from September 28, 1542 until the date of the independence of Mexico, April 11, 1822—two hundred and eighty years.

THE ENGLISH FLAG IN CALIFORNIA. June 17, 1579, to July 23, 1579,—37 days.

Drake, afterwards Sir Francis Drake, was one of England's greatest sea fighters. He has

been called everything from preacher to pirate, admiral and buccaneer, and he was charged with almost every crime in the calendar, yet he was supposed to have sailed on this famous voyage that brought him to California under a commission from Queen Elizabeth. He sailed around Cape Horn to the Pacific Ocean,



looted and burned Spanish ships and towns and remained in California, at Drake's Bay, for thirty-seven days.

In the controversy over the boundary line between Canada and the United States, Great Britain used Drake's landing as one basis for her claims to the Oregon territory.

THE RUSSIAN FLAG IN CALIFORNIA. September 10, 1812 to December 12, 1841, —29 years.

The Russian settlement at Fort Ross was the outcome of a plan conceived by Count Nikolai Petrovich Rezaurov, a chamberlain attached to the Russian Court, who arrived in Sitka, Alaska, in September, 1805. In order to buy food for the starving colonists there he sailed south and, with his crew almost depleted by scurvy, entered the Bay of San Francisco on April 8, 1806 (March 28, old style).

While anchored here he undoubtedly formulated the plan of obtaining a foothold for the Russians in California so that they could claim the country between San Francisco Bay and the Columbia River. The fur seals were plentiful along the coast of California and in San Francisco Bay, which was also an incentive for the Russian settlements a few years later, at Bodega and Fort Ross.

The first lengthy stay of Russians in California occurred when Captain Alexander Kuskof in the employ of the Russian American Fur Company, sailed from Sitka in the ship "Kadiak" and landed on the shore of Bodega Bay, Sonoma County, on January 8, 1809. He remained there eight months, hunting otter and seal, and then went back to Alaska. He returned in the spring of 1811, remaining only a short time.

Late in 1811, Kuskof made a third trip to California and obtained from the Indians title to the land around Bodega Bay. It is written that the purchase price was "three blankets, two axes, three hoes and some beads." The Russians built a fort in a strong enclosure on the bluffs sixteen miles north of Bodega and named it Fort Ross. It was dedicated September 10, 1812. In 1836 the population of Fort Ross was about four hundred—sixty Russians,

eighty Alaskans or Kadiaks, and the remainder Indians.

The Russians had been closely watched by the Spaniards who claimed the entire coast country. The Spaniards had many times ordered the Russians to evacuate the country, but they were so well entrenched at Fort Ross that no force the Spaniards in California could bring against them would have ousted them.

The United States Government was also watching the Russian activities on the Pacific Coast. In December 1823, President Monroe made the first positive declaration "that the American Continents were no longer subjects for future colonization by any European Power." This positive declaration of the United States undoubtedly stopped further Russian encroachment in California and also caused the Russians to withdraw their notice to other nations that the North Pacific was closed to the entry of foreign vessels.

In 1833 Governor Figueroa of California wrote to the City of Mexico in an endeavor to start some action to drive these intruders out of California, but nothing came of his protests. Governor Wrangel, the Russian head officer at Sitka, visited Fort Ross and then journeyed to Mexico in order to purchase the territory north of San Francisco Bay as far as Sacramento. The Mexicans, however, refused to cede any part of California. Then came the decision of the Russian American Fur Company to abandon Fort Ross and California.

On December 12, 1841, the Russians sold all their stock and, in fact, everything movable, to that super-pioneer, Captain John A. Sutter, who transported it to Sutter's Fort in Sacramento. The Russians' decision to evacuate their California foothold was probably due to the fact that they had practically decimated the fur seal herds along the coast, and it was, no doubt, hastened by the timely reiteration of the Monroe Doctrine by the United States.

Thus disappeared the Russian flag from California where it had flown for twenty-nine years, or thirty-two years, if the early visits of Kuskof are reckoned.

THE INDEPENDENTS OR BUENOS AIRES FLAG IN CALIFORNIA.

November 20, 1818 to December 16, 1818,
—16 days.

Two Buenos Aires vessels were the cause of this little known episode in the history of California, overlooked by even some of the best-known historians.

During the war of independence between Spain, the mother country, and the Independents, consisting of Mexico and the Central and South American provinces, a raid was made by the Independents on Alta California—the only raid that was ever made by ships on the settlements in this state as the United States occupation could hardly be termed a raid.

American-built vessels found ready sale at Buenos Aires, where they were fitted out as privateers, sailing under the Buenos Aires or Independents flag. One of them, the Santa Rosa, left on a cruise to harass the Spaniards but before long reports were received that she was plundering vessels belonging to or friendly with the Independents, and raiding towns along the coast of Chile and Peru, evidently more a pirate than a patriot.

The Santa Rosa finally arrived at Honolulu where the officers and crew attempted to sell both the plunder and the ship. These actions aroused the suspicions of King Kamehameha, who seized the ship and confined the crew.

Meanwhile the man-of-war *Argentina*, also American-built but belonging to Buenos Aires, and commanded by Captain Hippolyte de Bouchard, a Frenchman, was sent out to capture the Santa Rosa with which she caught up at Honolulu. Bouchard demanded that ship and crew be immediately turned over to him, and the King complied with his demand.

While in Honolulu, Bouchard engaged an educated English sailor, Peter Corney, as a navigator and to take command of the Santa Rosa. The Spanish records list him as Lieutenant Pedro Corvale. Corney had spent five years in trading ships between the northwest coast of North America and the Hawaiian Islands. He was undoubtedly familiar with the California harbors, having visited Trinidad, Fort Ross or Bolinas, Drake's Harbor, (probably Yerba Buena) and Monterey.

The *Argentina* and the Santa Rosa with plenty of guns and a motley crew of many hues and colors then set sail for California "to cruise against the Spaniards." They arrived at Monterey on November 20, 1818, capturing the fort the following day by driving out its small garrison of about twenty-five soldiers. In this manner the Independents took possession of Monterey without organized opposition, the sailors "searching the houses for money, breaking and ruining everything."

On November 22, the Commodore sent a flag of truce to the Spaniards offering an exchange of prisoners. Not receiving a reply, on November 24 he set fire to the town. They remained in Monterey until December 1, meanwhile taking on a supply of livestock, wood and water.

On December 4, the Independents landed near Point Concepcion and took El Refugio, the Ortega ranch and family home, "all inhabitants fleeing at our approach." Other places visited by them were the Island of Santa Cruz, Santa Barbara and San Juan Capistrano. Most of the populace had fled and everywhere only the feeblest of resistance was offered the raiders until on December 15 or 16, Spanish reinforcements having arrived from San Diego and Los Angeles, Jose de la Guerra sent a challenge to Bouchard asking him to land and have battle. Bouchard evidently did not see the necessity for such heroic action, for he hoisted his anchors and bore away south. After stopping at the island of Ceres, he sailed for Valparaiso, the Santa

Rosa arriving there on July 9 and the *Argentina* on July 17.

The Buenos Aires flag may be said to have flown over Alta California at various times and in various places, from November 20 to December 16, 1818, on shore all or part of sixteen days and in California waters, twenty-six days.

THE MEXICAN FLAG IN CALIFORNIA

April 11, 1822 to July 7, 1846,—24 years.

Mexico proclaimed her independence of Spain as early as March 16, 1821, but the Californians paid no attention to the matter and remained loyal to Spain until April, 1822.

In the spring of 1822 the Californians realized the fact that they were no longer subjects of Spain. Notices were received by various notable Californians to attend a junta at Monterey. The delegates met on April 9, 1822, and on April 11, passed a resolution of loyalty to the Mexican government. The meeting ended with a celebration.

Between that time and the occupation of the State by the United States forces, California experienced three revolutions against Mexico, was victorious in all three, but still remained under the Mexican flag. The first revolution was in January, 1832. The Californians deposed Governor Manuel Victoria and made Pio Pico governor. A year later they welcomed the Mexican governor Jose Figueroa who held office until Jose Castro was appointed. January, 1836, saw Governor Nicolas Gutierrez holding office, and he was succeeded in a few months by Mariano Chico whose tyranny caused his downfall. Gutierrez again took office and held it a few months, when he was deposed by a Californian, Juan B. Alvarado, who forgot California independence when the Mexican government appointed him Governor of Alta California. This ended that revolution.

In December, 1842, Manuel Micheltorena took the reins of government in the province, and continued until February, 1845, when a revolution headed by Ex-Governor Alvarado, General Vallejo and Ex-Governor Castro, ended his rule. Micheltorena was put aboard an American vessel bound for San Blas, Mexico, and Pio Pico was again made Governor—which office he held until the American occupation. It is said that three persons were killed in the three revolutions. Pablo V. De Sola was the first and Pio Pico the last Mexican Governor of California.

In the Mexico-United States war of 1846, peace in California was not actually agreed upon until January 13, 1847, and the province did not pass under American control until the signing of the treaty between the United States and Mexico at Guadalupe de Hidalgo, Mexico, February 2, 1848.

The United States paid Mexico fifteen million dollars for California and other ceded territory. Nine days before the treaty was signed, on January 24, 1848, James W. Marshall discovered gold at Sutter's Mill—a little flake worth fifty cents.

THE BEAR FLAG IN CALIFORNIA.

June 14, 1846 to July 9, 1846,—26 days.

The American revolt which caused the raising of the Bear Flag was started quickly and ended quickly. The claims and assertions of the various participants, however, who have left records of the Bear Flag revolt, make the story a very complex one.

William B. Ide, a comparatively recent settler, instigated the revolt. Although his proclamations, issued when he was commander of the Bears, are a trifle verbose and over-patriotic, he was honest in his opinion that Fremont had let him do all the work, and had then taken all the honor. All reliable records prove his contention. Fremont intimated in after years that he conceived the Bear Flag revolt, whereas records show that the settlers had banded together before he had even heard of the reason. This reason was the growing antagonism of the Mexican and native Californians against the immigrants from the American East and Middle-West.

Bancroft says: "The testimony is clear and to the point. It is to the effect that the revolt was purely a movement of self-defense on the part of the American settlers," and that Fremont was "mean enough in the hour of success to appropriate to himself credit for actions in which he really took no part."

There are hundreds of letters, books, documents and manuscripts relating to the Bear Flag war. As this article is necessarily short, be it briefly stated that it culminated in the capture of Sonoma by Ide and his followers after about equal amounts of heroism, hardships and intrigues. The Bear Flag actually waved over Sonoma from June 14 to July 9, 1846, twenty-six days. On July 9, 1846, the Bear Flag was lowered from the staff and Old Glory raised.

THE STAR SPANGLED BANNER IN CALIFORNIA

July 7, 1846 to Forever.

All of California, north of San Francisco Bay, had been won and was in the hands of the Bear Flag party. On July 2, 1846, Commodore John Drake Sloat arrived at Monterey. On July 7, 1846, he landed his forces at Monterey and took possession of the city.

He had in port at that time the frigate *Savannah*, his flagship, and the sloops of war *Cyane* and *Levant*. Midshipman William P. Toler hoisted Old Glory to the top of the flag pole on the Custom House, which was the signal for raising the American flag all over the state. Toler again hoisted the flag on the same building during the celebration of the fiftieth anniversary, July 7, 1896.

On July 9, acting under orders from Commodore Sloat, Captain James B. Montgomery, commanding the sloop-of-war *Portsmouth*, raised the United States flag in the Plaza at Yerba Buena, now Portsmouth Square, San Francisco. The same day, July 9, the Bear Flag was lowered at Sonoma and the Stars and Stripes raised by Lieutenant Revere of the *Portsmouth*. Two days later, July 11, the flag was officially raised (possibly by General Sutter) at Sutter's Fort.

WATSONVILLE

On July 17, Purser Dangerfield Fauntleroy of the Savannah, who was acting captain of the Volunteer Dragons from the ships, raised the flag at San Juan (Bautista). This ended the flag raising at all the important places north of San Luis Obispo. The story of the battles and skirmishes in California is too long for this article; suffice to say that General Flores, Jose Antonio Carrillo, Andrea Pico and other Mexican and Californian officers, who had broken their parole given at Los Angeles, surrendered with their troops January 13, 1847, to Acting Major Fremont, and thereby escaped paying the penalty via the yard-arm or a firing-squad. Fremont had no authority to accept their surrender.

Contrary to popular understanding, Fremont did not direct nor participate in any battle or skirmish in California where blood was shed—the notorious Point San Quentin massacre excepted.

The treaty of peace between Mexico and the United States was signed at Guadalupe de Hidalgo, Mexico, on February 2, 1848.

Beautifying the California Highways

Among the various side projects that have been carried on during the last few years by the California Division of Highways, in connection with highway improvement generally, is the beautification of the immediate districts traversed by the major avenues of travel. One of the chief items has been the landscaping of the rights of way, including the scientific planting of wild flowers, shrubbery and other native growths.

Although the results have been increasingly apparent with each successive season since the work was started, the exceptionally fine growing weather this year has served to stress the success of the project along the Redwood Highway, particularly in southern Humboldt County. Acres of native California poppies, the lupine, the shrubs and innumerable other types of flora have converted the roadside into a panorama of color.

The department charged with the work is to be complimented upon the intelligence with which the problem has been approached. No attempt has been made to "gild the lily," so to speak, or to make any radical change in the original landscape. Rather, everything has been done with the view of combining the attractions of native and imported species.

One criticism of the Redwood Highway in the past has been directed at the lack of wild flowers along the route at certain seasons of the year. Happily, thanks to the highway people, this criticism can no longer hold true.

Eureka is the county seat of Humboldt County, and the metropolis of northwestern California, with a population of approximately twenty thousand (1928). It is located 294 miles north of San Francisco and 472 and seven-tenths miles south of Portland, Oregon.

Eureka is located on one of the most beautiful scenic routes in the country, the Redwood Highway, "The Highway of the Giants."



HOSE who know Watsonville—"THE APPLE CITY"—in the Pajaro Valley in the southern end of Santa Cruz County, mention of it calls to mind a thriving, prosperous city in the center of a rich agricultural district. They will immediately think of its location, climate, resources, products, educational facilities, municipal advantages, recreational possibilities and its desirability as a place of residence, for it is well and favorably known throughout the Pacific Coast regions and nationally has a reputation as "THE APPLE CITY."

Of its early history, the beginning of colonization, the life of the Californians "before the Gringo came" less is known, and this article is designed to acquaint the reader with a few interesting historical facts of Watsonville and romantic data connected with the Pajaro Valley.

A recent historian states in substance:

"It was on Sunday, October 8, 1759. Deer were grazing on the site of the present city of Watsonville—buffalo herds moving nearby and wickiups of Indians dotted here and there. Across the river a train approached, made up of weary men, sick with fatigue, tramping heavily over the dry grass—Portola and his men—first white men to arrive in Santa Cruz County.

Searching for the Bay of Monterey, they had passed it without recognizing it and were now on the banks of a river which Padre Crespi named Lady St. Ana but which the soldiers christened Rio del Pajaro (River of the Bird)."

Their reason for this choice is disclosed in Padre Crespi's diary—he writes: "We saw at this place a large bird killed by the Indians, who had stuffed it with zavate (dry grass). To some of us it appeared the royal eagle. It measured eleven palms from one point of the wing to the other." And "River of the Bird" it remains to this day.

After an enforced rest on the banks of the Pajaro, the weary travelers resumed their journey and within three miles discovered high trees of red-colored wood, hitherto unknown to any of the expedition. They named them from the color—"Palo Colorado"—literally "Red Stick," and so the first redwood trees seen in California are near Watsonville and named by Costanzo of the Portola expedition.

Several adobe houses of historic interest, the abode of early settlers, are still to be found in the Pajaro Valley—notably the Glass House, owned by the Vallejo Family, so-called on account of the glass windows, first to be installed in the valley; the Castro adobe on the San Francisco Rancho in Larkin Valley, quite pretentious in its dimensions and built at a cost of \$30,000 about 150 years ago, and the Jose Jesus Vallejo adobe, built in 1820 on the Bolsa Can Cayetano, removed to 511 Blackburn Street, Watsonville, and restored in 1906 by Dr. Saxton T. Pope. Any of these are well

worth a visit by the tourist seeking a blending of romance and history. The Amesti Adobe on the Corralitos Rancho was blown up with dynamite by vandals seeking hidden treasure. The Rodriguez adobe situated on Watsonville Heights, within the present city limits, has also been completely destroyed.

There are still amongst us old men and women who dropped their knowledge of history when this section became Americanized; to them Spanish is still the accepted language of the "pais"; to them Main Street is still Pajaro, a trail where the cows rambled nightly home from the river. By day the bovines enjoyed the freedom of the Plaza, now a beautiful park in the center of the city, donated for that purpose by Don Sebastian Rodriguez in 1860. In the center of this park stands a magnificent Norway Pine, known as the Community Christmas Tree. So far as can be ascertained, this is the original outdoor Christmas tree of California, having been illuminated and decorated for many years by the local Chamber of Commerce before the living Christmas tree movement was started elsewhere. It is listed and described by Winfield Scott in his "Famous Trees of California."

In the good old days, though scarcely "before the Gringo came," since he was largely responsible, all bull and bear fights in Santa Cruz County took place Sundays at Whiskey Hill, a suburb of Watsonville, known since the passage of the 18th amendment as "Freedom."

In 1851 the city was laid out by Judge J. H. Watson and was named in his honor. He served as district judge of Pajaro Valley and was state senator in 1859, never returning to the town, who so signally honored him, and no near relatives survive in this locality. This accounts for the lack of a Spanish title for a distinctly Spanish town and is regretted by many, both for the sake of euphony and from a historical standpoint.

In closing, we again quote our historian:

"Today Watsonville is one of the most beautiful cities of California, with its rows of orderly bungalows, its range of hills and mountains climbing behind it to the blue horizon and the salt air racing in from the bay four miles away. Much rests upon its shoulders as the business center of the famous Pajaro Valley and the hub of the entire Monterey Bay District."

**MEYER'S
DRY PALE GINGER ALE
AND LIME RICKEY**

"The Better Mix"
are obtainable in the Redwood Empire

MEYER'S SODA WATER CO
Second and Third Sts. San Rafael, Cal.

THE REDWOOD EMPIRE

THE ROADWAY OF THE KINGS

By HARRY G. RIDGWAY, Vice-President, Redwood Empire Association

DRAW a picture of marvelous scenic wonderland with countless acres of towering redwoods—the oldest living things on earth; with gorgeous caves and grottos, sculptured by the master hand of Nature; with spouting geysers; with beautiful lakes of shimmering blue water, reflecting the lofty mountains surrounding them; with rugged coastline, where beat the surging tides of the mighty Pacific.

Picture a land of winding rivers, in whose waters game fish abound—a land of fertile fields, green pastures, luxuriant orchards and vine-clad hills.

Vision scores of gay vacation resorts, bathing beaches, golf links, trim white yachts and motor boats.

Then place yourself in this picture, for all this and more awaits you if you include the Redwood Empire in your itinerary when you come to San Francisco.

The Redwood Empire includes the nine coastal counties of San Francisco, Marin, Sonoma, Napa, Lake, Mendocino, Humboldt and Del Norte in California, and Josephine in Oregon.

When you come to San Francisco your natural desire will be to see all the Pacific Coast. If you come by the northern route, so desirable during the summer months, you will eventually find yourself at Grants Pass, Oregon, northerly terminus of the Redwood Empire and gateway to the Oregon Caves National Monument. There you will commence a never-to-be-forgotten tour of a never-to-be-forgotten land.

The first part of your trip after a visit to the marvelous Oregon Caves, will be over the scenic Smith River divide to Crescent City, county seat of beautiful Del Norte County, most northerly of the California counties of the Redwood Empire and one of the most spectacular from a scenic point of view.

From Crescent City your tour will follow the Redwood Highway to Eureka, passing through some of the most famous Redwood Groves; skirting the beetling cliffs that overhang the Pacific, along rushing streams and past the placid lagoons of Humboldt County where game fish abound.

An endless variety of scenery awaits you here as well as in the remainder of the Redwood Empire.

From the Oregon line south the highway passes through more than a hundred miles of redwood forest, with age-old trees, many of which tower to a height of almost 400 feet, with a diameter of thirty feet or more.

Ninety-seven per cent of the world's redwoods stand within the borders of the Redwood Empire.

The trip from Eureka to San Francisco is one that abounds with possibilities for enjoyment presenting the most remarkable diversity of scenery imaginable with countless natural and historic points of interest en route.

Humboldt County, with its vast redwood forests, its mills, its dairy

ing industry, is a principality in itself. Mendocino County bordering Humboldt on the south is a veritable land of enchantment, with rushing strams, lofty mountains, primeval forests, rolling pasture land, orchards and vineyards.

Lake County, "Switzerland of America," with its marvelous lakes, its hot springs, its towering ranges, its sheltered valleys, where flourish some of the state's finest orchards, is one of the jewels of the Redwood Empire.

Sonoma County, scene of many of the most stirring incidents in California's early history, and among the state's wealthiest agricultural areas, presents a variety of attractions that will stagger your imagination.

A mighty petrified forest; geysers; the alluring Valley of the Moon made famous by the facile pen of the late Jack London; the world-famed Russian River vacation land; the old Russian settlement at Fort Ross; historic Sonoma Mission and the home of General Vallejo, last of California's Spanish governors; the home and experimental gardens of the late Luther Burbank, beloved plant wizard. These are but a few of the galaxy of attractions that Sonoma has to offer.

Napa County, with its spouting water geysers; its orchards; vineyards and vast range areas; its mountains and forests—another wonderland in itself awaits your inspection and offers you its share of thrills.

Next there is Marin County—Marvelous Marin,

it is called, and truly marvelous you will find it. Marin is essentially a county of suburban homes, although its agricultural resources are of vast importance.

But the scenic beauties of Marin and its recreational opportunities will intrigue you most. Marin is the playground of the San Francisco metropolitan area with its sheltered coves, yacht harbors and bathing beaches, Mt. Tamalpais, sentinel of the Golden Gate and paradise for the hiker and picnicker; Muir Woods National Monument and its splendid system of scenic highways.

And then, after a short trip across the bay you will be in San Francisco—San Francisco, beloved around the world, the convention city.

This brielly is what is in store for you if you make your decision to visit the Redwood Empire—America's newest national playground.

The Redwood Empire Association, non-profit, inter-county chamber of commerce, is at your service to aid you in arranging your tour.

Folders and booklets more fully describing the mighty Redwood Empire will be gladly sent you if you will address the association's general offices in San Francisco.

Make your plans now to spend your vacation in California and to come the Redwood Empire way—the most spectacular routing between California, Oregon, Washington and British Columbia.



Ninety-seven per cent of the world's redwoods stand within the Redwood Empire. The Redwood Highway is lined for more than 100 miles with their towering trunks.

HUMBOLDT COUNTY

ITS EARLY HISTORY

THE EARLY history of Humboldt County was identified with the search for a safe harbor on the California coast. Cabrillo and Ferrelo, the earliest Spanish navigators, failed to see the land as far north as Cape Mendocino. Drake merely indicated a receding



Glen Lake, in Lake County, is the largest body of fresh water entirely in California.

shore north of that cape. Viscaino placed a "Great Bay" just north of Cape Mendocino without the peculiar landlocked characteristics of the present bay. Bodega and Heceta entered Trinidad Bay on Trinity Sunday, June 9, 1775, this being the first record of a landing having been made in this county. Trinidad Head is now marked by a granite cross erected in memory of those early explorers. The Colonial Documents of the "Russian American Company" record the fact that a sea-otter party under command of Jonathan Winship, an American, entered Humboldt Bay in 1806, giving it the name of Bay of Resenof. Other Russian vessels may have visited it, but nevertheless it remained practically unknown until the country came into the possession of the United States.

Prior to that time the "Great Bay" on this coast was supposed to be the mouth of what is now known as the Klamath River (but then designated as the Trinity) and to be within



Oregon Caves National Monument in Josephine County, Oregon, is a world attraction.

the bounds of Oregon Territory. This would have given the United States a good harbor with ample anchorage within the boundaries of the territory known as Washington and Oregon. The Trinity River was thought to pass through both the Cascade and Coast Range of Mountains, which shows that the Klamath was actually in mind. When the Territory of California was ceded to the United States it became all the more advantageous to command a good harbor between the Columbia River and the Golden Gate. The desire of the United States Government to locate such a harbor establishes the discovery of Humboldt Bay not as the accident it is generally believed to have been, but the outcome of a well planned effort by the governmental authorities to discover the same.

The first actual discovery of Humboldt Bay, on which Eureka is now located, was made by an American crew from the ship O'Cain, of the Great Russian American Company, headed by Capt. Jonathan Winship, in the year 1806. With over two score of small boats



The late Luther Burbank's home and experimental gardens in Sonoma County.

and manned by Aleut Indians aboard, the O'Cain anchored about twenty-five miles north of Eureka and the men spread out after the much hunted sea-otter. It was during this search that Capt. Winship and some of his men discovered Humboldt Bay and found the obscure entrance to it. Later the O'Cain was sailed into the bay and hove anchor opposite where Eureka now stands. At that time there were only fifteen feet of water on the harbor entrance, compared with the thirty feet depth at the present time. Indian villages were everywhere on the shores of the bay and the little party named it Indian Bay.

In 1848, when news of the discovery of gold in California began to spread to the utmost parts of the earth, about forty miners, headed by Dr. Josiah Gregg of Missouri, explorer, author, trader and employee of the government, set out over the mountains endeavoring to discover the reported harbor. At the direction of the government they proceeded north to find the Trinity River and to follow the same to its mouth. In November, 1849, they had arrived at a point on the Trinity River

near what is now known as Weaverville in Trinity County. The party, after many hardships, rediscovered Humboldt Bay and named it Trinity, not knowing of its earlier name of Indian Bay.

In 1850 boats from San Francisco were making a search of the coast and Capt. Ottinger of the "Laura Virginia" discovered the entrance to Humboldt Bay and the boat anchored therein. On board was second officer



Douglas Memorial Bridge, located on the Redwood Highway

Buhne. This party named the bay Humboldt, after the great naturalist and traveler, Baron Alexander Von Humboldt. The same year saw the location of Eureka established, it being realized by these enterprising explorers that, on account of the deepness of the water found in the bay, the present site of Eureka was the only place for the town, which was named Humboldt City. The Government established a land office, but the register at Washington failed to locate any such place and in their search of the records a Congressman from Missouri located it and exclaimed "I have found it," from which expression the city was named "Eureka."

During the winter of 1852-1853 a military post was established on Humboldt Heights for protection of the residents from the Indians with Captain U. S. Grant in command of the post, which was known as Fort Humboldt. Fort Humboldt consisted of about a dozen buildings, three of them being used as barracks. Due to the fact that the climate was not severely cold the fort was not very well built and gradually fell into ruins. The last buildings to remain were used as warehouses, but the Fort was entirely obliterated by 1911.



Swimming and water sports draw thousands down to the Russian River, noted as the playground of Northern California.

N A P A C O U N T Y

CHARLES GRADY,

Secretary-Manager, Napa Chamber of Commerce.



APA VALLEY is one of the garden spots of the world. As a place to establish a home and actually live it is not to be surpassed by any county in California. Its healthful and equable climate, its productiveness of soil, its varieties of cereals, fruits and flowers, its scenic beauties, its jagged mountains and peaceful valleys, its precipices and canyons, its rivulets and streams, its waterfalls, artesian wells and spouting geysers cannot be exaggerated or overdrawn by the facile pen of man.

Napa County is located north of San Pablo Bay, a small strip of land separating from this extension of San Francisco Bay. A division of the Coast Range Mountains marks its boundary on the west from Sonoma County and on the north from Lake County. Another branch of mountains separates it on the south from Yolo County, while an arbitrary line marks the southeast boundary from Solano County, the entire county comprising the main (Napa) Valley being forty miles long and varying in width from three to ten miles.

The climate of Napa Valley is ideal from the agriculturists' standpoint of view, as well as being invigorating and healthful for those who work and make their homes here. The annual mean temperature is 58.1 degrees, and there is an average of 250 cloudless days each year, yet there is a generous supply of rain—average of 24 inches falls annually. Such an ideal climate means a twelve months growing season for the farmer and adequate time and facilities for both work and recreation to all those engaged in industry. Both employers and employees have advantages of an equable moderate climate which are easily discerned—no delays due to climatic conditions, but brisk, invigorating and healthful climate day after day to produce the maximum of efficiency and contentment. While you are spending your day in your chosen occupation your family at home is enjoying the same invigorating, healthful climate. How much this means to women and children in the home, and especially to the latter to be out of doors practically every day in the year. Napa Valley is famous for its health-giving properties, there being scores of health and pleasure resorts located throughout the valley.

The hills and mountains of Napa County contain quantities of valuable minerals including quicksilver, chrome, magnesite and various pottery brick and tile clay. Quicksilver particularly is mined commercially, and the recent changing of properties indicates renewed activities in mining in the county. Already three large ones have reopened.

The soil of the county is a deep alluvial loam, very rich and productive—anything grown anywhere grows everywhere in Napa County.

The total area of Napa County is 783 square miles or 501,120 acres. The farm area comprises 293,925 acres.

Apples rank fourth in acreage—the southern section of the county as well as the slopes of the hills being a favored district for apples. The Gravenstein is the principal commercial variety, although a number of other varieties are grown.

Cherries rank fifth in acreage—Royal Anne, Bings and many other varieties are raised. The entire cherry crop is shipped east, bringing the highest prices because of exceptional quality and flavor due to climatic conditions.

Walnuts, which are grown very extensively in Napa County, are of a high quality and flavor. Napa walnuts won first prize at the Panama Pacific International Exposition in 1915. Other fruits and nuts raised here are: apricots, oranges, lemons, grapefruit, persimmons, aligator pears, peaches, plums, figs, olives, almonds, pecans, chestnuts and hickory nuts. The former crops have so far been found to be more profitable as a major crop. All Napa County producers are getting maximum returns from their products.

Land values in Napa Valley are not inflated, taxes are very reasonable and living conditions good. In fact, it is said that the cost of a good average of a standard of living is 25 per cent less here than in most larger western cities.

In addition to the soil, water, climate and marketing facilities, the next important factor for success is that of transportation—in this respect Napa County is well situated. From the City of Napa radiate five concrete highways, all of which are main arteries of travel. Over these splendid highways the produce of the valley is brought to the excellent distributing center of Napa. This thriving city is only 46 miles from San Francisco, the greatest shipping and marketing center of the west. The San Francisco, Napa and Calistoga Railway (electric) in conjunction with the Golden Gate Steamship Company, connects all of the county with San Francisco, since the line starts at the extreme end of the valley, and has loading stations at intervals of every few miles through the valley.

The Southern Pacific Railroad runs the full length of Napa Valley, giving the valley direct connections with Eastern points as well as San Francisco and all Bay points, thus Napa is served by railroads, river and motor bus transportation.

The Napa River is navigable as far as the City of Napa and is used for freight service to points on San Francisco Bay. Due to competitive transportation, freight and express rates are very favorable to the producer. Overnight freight service to San Francisco is an advantage. The improvement of this river by the United States Government has been recommended. A reservoir has been ordered. The improvements call for the widening and deepening of the channel to 8 feet at a cost of approximately \$135,000. Another improvement on this river is to establish a yacht har-

bor at the City of Napa by the citizens of Napa. This will provide a home for the many yacht clubs from the Bay cities who now use the Napa River for their week-end cruises, and will provide a place for boat racing, water carnivals and swimming. Napa River is noted for its wonderful bass fishing and attracts hundreds of fishermen from all parts of the state.

There is a State Highway which runs the length of the valley and connects with other state highways connecting with the Redwood, Pacific and Lincoln Highways.

With the completion of the Carquinez Bridge, the largest highway bridge in the world, 4,482 feet long, 30 feet wide for autos and two 4-foot sidewalks for pedestrians on each side, we have direct connection with Oakland and the Bay District. This bridge was built at a cost of eight million dollars, construction was started on April 2, 1923, and it was opened to traffic on May 21, 1927. Since we have this bridge we have only one short ferry to San Francisco and it takes only two hours, while Oakland takes only an hour and a quarter. Sacramento, the capital of the state, can be reached in a two hours drive over fine highways. One can leave Napa and drive to San Diego via the Carquinez Bridge over highway the full length of the journey without ferrying once on the entire trip, also to Portland and Seattle. These marketing facilities and the value of Napa as a distributing center are equally valuable to manufacturers. For the manufacturer, Napa has six basic industrial advantages: Accessibility of raw materials, low priced power in abundance, labor supplied with ideal living conditions, the transportation facilities already mentioned and an ever-increasing market for manufactured products. Specific instances have been collected to prove the advantages here for a Pacific Coast manufacturer, and Napa was highly recommended. These instances proved a differential in labor cost because of exceptionally advantageous climatic conditions. A manufacturer here finds labor at least 25 per cent more efficient than elsewhere, producing a higher type of employee. Every day is an ideal day for working employees.

At the present time located in Napa are: The Keig Shoe Factory, Cameron Shirt Factory, Sawyer Tanning Company, California Glove Company, Ferro Glove Company, Napa Paper Box Factory, Napa Riverside Creamery, Roman's Dairy, Modern Dairy, Napa Fruit Company, Basalt Rock Company, Errington Rock Company, and many other smaller concerns.

The Sawyer Tanning Company is turning out a very high grade of patent leather—this is the only patent leather tannery west of Chicago. Over one million pairs of shoes have been made in the past year, both ladies' and men's, from this leather.

The Jessie Seal Dahlia Farm is the largest farm in the western country. Here you may

see the finest and largest display of prize-winning dahlias in Northern California. The dahlias are in bloom from the middle of August until the middle of November, during which time the large field is a glorious mass of colors.

The Keig Shoe Factory is turning out a good first-class work shoe, also a semi-dress shoe, and athletic shoe. They are the only makers of this kind of shoe on the Pacific Coast. This growing concern has just moved into its new location which gives it over double its former floor space. With this additional space they will enter into the making of women's shoes, with the output in this line of approximately 1000 pairs a day. This output will mean a substantial increase in their already large payroll.

The Cameron Shirt Company have enlarged their plant this year in Napa by the consolidation of their former plant at Santa Rosa to their Napa plant, which gives them ample room for doubling their capacity, which they will be compelled to do this year, to take care of their growing business.

Another substantial addition has been added to our manufacturing industries by the S. G. Lisher and Charles Ratto firm, known as Lisher & Ratto in the CLIM-ER-EGE way of laying linoleum. They have solved the problem of sanitary floor covering. Lisher & Ratto are one of the largest users of linoleum in the West, having connections with over 50 stores extending from San Diego to the Oregon line. Patent was granted May 17, 1929; name registered in U. S. Patent Office.

The manufactured goods in Napa are shipped all over the United States. Nearby resources of raw materials contribute one of the first factors of the location of these industries in Napa.

An abundance of low cost electric power is the second factor. Napa County is now served by two electric power companies, and with the completion of the dam for the City of Napa Municipal Water Supply it now has another source of cheap hydro-electric power.

A generous supply of permanent labor is assured because workers are home people who enjoy the advantages of good housing conditions, high standard of living, healthful climate and a semi-country life in preference to that of a congested city. Diversified industries supply employment for whole families.

The West is growing more and more all the time to depend upon its own western industries to supply its needs, so Napa County products not only have a huge demand here in the West, but also have adequate manufacturing and transportation facilities with which to meet competition beyond the Rocky Mountains.

In a survey of the industries already located in Napa County, there was shown a unanimous expression of satisfaction for the industrial advantages of other industries, both kindred and similar. For instance a shoe manufacturer will welcome additional shoe manufacturers. Or a shirt manufacturer will gladly share the facilities he now enjoys to newcomers, etc., for the raw products, power, labor,

and other facilities are more than adequate. Such addition means the growth and upbuilding of Napa and at the same time go to supply the growing demand for western products made by western people.

Napa has many potential factory sites. Several thousand acres of level land are within and around the City of Napa. These sites are adaptable for both large and small concerns.

You who seek employment in the West so that you may live here and enjoy its many advantages will find ideal working conditions. Salaries and wages in Napa are good, averaging higher than most manufacturing localities. The average of a good standard of living here is approximately 25 per cent lower, as has already been said. The City of Napa has exceptionally good housing facilities, or if preferred, the freedom of a small tract outside the city yet near work can be enjoyed. Many people of limited means own their own homes and really enjoy life in the suburbs.

Napa is an ideal location for workers, it is an ideal home city. The support of many churches, schools and civic organizations add to its high moral tone.

Napa has an exceptional educational system which includes the Union High School at a cost of \$500,000. Intermediate, many fine new grammar schools, and business colleges.

The population of Napa is approximately 8,000 people and is made up of a permanent class engaged in industrial, professional, and business pursuits.

Napa has a \$25,000 Public Library, two daily newspapers, two building and loan associations, three strong banks, these banks having sufficient capital and adequate available surplus to finance legitimate new buildings.

Napa owns its own municipal water supply—by means of a single arch dam of concrete, 112 feet high and 743 feet long at the crest, located at the end of a narrow gorge in the Milliken Canyon some ten miles north of the city, this forming an artesian lake of pure, soft mountain water suitable in every way for domestic and industrial purposes. This lake impounds six hundred and four million gallons of water yearly and provides an adequate supply for many years to come.

In addition the City of Napa has all the facilities of a modern western city—miles of paved streets, sanitation, telegraph, telephone, gas and electric systems and beautiful homes surrounded by marvelous gardens. Napa after all is a HOME CITY and an ideal place to live.

There are more beautiful and scenic home sites available in Napa Valley than in any part of the western country. These home sites are suitable both for the retired business man or business men who are looking for a nice, quiet place to live and raise their families out in the balmy sunshine. The men who work can enjoy the same privileges.

The prices on these home sites are very reasonable. They should be seen to appreciate the wonderful locations and scenic beauties.

On behalf of the Napa Chamber of Commerce and citizens of Napa, I extend to you a cordial invitation to come to Napa and investigate.

Points of Interest Around Petaluma



PETALUMA has nineteen hatcheries, one of which is the largest in the world. Visitors are always welcome and shown every courtesy upon the occasion of their visit.

Another interesting industry is the manufacture of silk thread by the Belding-Heninway Company, who operate the only mill west of Belding, Michigan.

The Poultry Producers of Central California operate their largest plant in Petaluma, where visitors have the opportunity of seeing millions of eggs going through the process of grading, cleaning, processing and packing.

In addition to these we have many other industries such as creameries, feed mills, box factories, etc., which can be visited by those interested in these particular lines of work.

Two and one-half miles east of Petaluma is the "Old Adobe" built by General Vallejo in 1836 and used as his headquarters during the days of the Spanish regime in California. This is now cared for by the Native Sons and is open to visitors.

The Valley of the Moon, made famous by Jack London, is situated fourteen miles from Petaluma. Points of interest in this section are Boyes Hot Springs, Fetters Springs, Agua Caliente, the Mission San Francisco de Solano at Sonoma, founded in 1823, which is the twenty-first and last mission completed by Father Junipero Serra in his chain of California missions along "El Camino Real." Many other historic spots such as the old General Hooker ranch, General Vallejo's home, the old Blue Wing Dance Hall and the spot where the Bear Flag was raised by the California Republic on June 4, 1846, are to be found in the Valley of the Moon.

Fifteen miles north of Petaluma, at Santa Rosa, is the home of Luther Burbank and his gardens. This historic spot is the mecca for tourists traveling the Redwood Highway.

The famous Russian River resort colony can be reached in an hour's drive from Petaluma, where beneath the redwoods hiking, boating, bathing, dancing and other kindred sports are enjoyed by thousands. Near by are the Bohemian and Armstrong Groves of redwood.

A few miles farther north stands Fort Ross another historic structure, erected by the Russians in 1811.

All of these points are accessible over good roads, and through a country picture of scenic beauty.

Near Cloverdale, which is 49 miles from Petaluma, steam geysers are found. This is the only place in the world outside of Italy where natural steam out of the ground is being harnessed to create power.

Within twenty-seven miles of Petaluma is a petrified forest where trees long since turned to stone may be viewed. These trees have been unearthed and are now in plain view in the position in which they fell.

PETALUMA

"The World's Egg Basket"

By DOLPH YOUNG, Secretary, Petaluma Chamber of Commerce



NESTLING in the bosom of the hills surrounding the Petaluma Valley, replete with the history of early California, lies the City of Petaluma. Situated at the headquarters of the Petaluma River, this beauty spot was ideally located from a geographical standpoint to attract the early pioneer, as it was obviously much easier to transport goods by water than attempt the laborious task of transporting them by pack train over land.

The first authentic history dates back to the early days of navigation, for in 1579 Sir Francis Drake landed on the Pacific Coast twenty miles west of Petaluma.

In 1775 Captain Quiros and a party of explorers seeking a waterway to Bodega Bay, to the west of Petaluma, gained the entrance of the Petaluma River. This was the first trip into what is now Sonoma County, the undertaking requiring a great amount of time, labor and endurance.

In 1836 General Mariano G. Vallejo built the first house in the great valley on a grant known as the Petaluma Rancho. Here agricultural and industrial activities were begun. In the large two-story adobe dwelling, with its large and commodious wings were storehouses and factories where blankets were woven and leather tanned for saddles, harness, boots and shoes. Great quantities of wheat and barley were raised on the fertile land surrounding General Vallejo's headquarters. The "Old Adobe," as it is now familiarly known, is still standing in a firm state of preservation and is the mecca for thousands of tourists every year.

From 1840, on, pioneers seeking the mildness of California's climate and the fertility of her soil, began migrating to this section. After many weary days of toil, anxiety and fatigue they viewed miles upon miles of intermingled grain fields, wild oats growing in marvelous profusion, wild flowers of every prismatic shade, beautiful forests that challenged human imagination and living streams that wended their way lazily from the watersheds of the Sonoma Mountains to the Petaluma River.

In 1878 Lyman C. Byce, a young Canadian, came into this valley in search of health. This he found in the salt air, wafted in from the Pacific Ocean but eighteen miles to the west which keeps the temperature relatively the same throughout the year, and decided to make Petaluma his home. Through his keen observation he saw the natural advantages for the production of poultry so he sent back to his former home for White Leghorn hens and started to develop what was then the largest flock of Leghorns to be found in California.

Mr. Byce, being an inventive genius, conceived the idea of artificial incubation, and after many years of experimenting produced his first incubator and subsequently became the

foster father of millions of orphaned chicks. From this beginning Mr. Byce developed a thriving business and has lived to see his incubators and brooders used throughout the entire world.

Petaluma has become the largest poultry center in the world, the community that has initiated more forward movements in behalf of poultry, which has rightfully earned for itself, because of these things, the title of "The World's Egg Basket," but it was largely due to those men of vision, faith, and confidence in Petaluma's future, and the ability, initiative and energy to back up that vision, as well as ideas and energy of many others in Petaluma that worked together, never at any time sparing energy, faith, confidence, support and co-operation in anything worth while.

On this splendid foundation a gigantic industry has been built producing annually 45,000,000 dozen eggs, the value of which when added to other poultry products amounts to about \$15,000,000 per year for the poultry farmers.

Reason being the cardinal principle which governs all things, it is natural to assume that there must be a fundamental reason why Petaluma, as a locality, is so admirably adapted to poultry raising. This can readily be explained when it is understood that there are three principal elements, necessary to make a success of poultry raising, namely: proper soil, climatic conditions and proper marketing and transportation facilities. These we have in Petaluma, they being the underlying reasons why this district has been so successful and stands foremost among the poultry districts of the world.

The soil is a sandy soil, not too hot in summer and not too cold in winter, which allows poultry freedom of the outdoors the year round. We have three hundred days of sunshine during the year.

Marketing conditions in Petaluma are favorable. The majority of our poultrymen deliver their eggs twice or three times a week either to local branches of large independent commission firms in San Francisco, to hatcheries, to bay city grocers or to the farmers' cooperative marketing association. The return is practically immediate as the poultrymen receives his check for one delivery when he brings in the next.

Petaluma is well served in the matter of transportation. It is on the main line of the Northwestern Pacific Railroad and the terminus of the Petaluma and Santa Rosa Railroad System. These railroads with their branches afford rapid and modern passenger and freight service.

Petaluma is located at the head of navigation on the Petaluma River, an arm of San Francisco Bay, which provides tidewater transportation and supplies reasonable freight service to and from a large portion of the

central part of the state. The Petaluma and Santa Rosa Railroad Company operates two large steamers, making daily trips between Petaluma and San Francisco, as well as other metropolitan areas, carrying freight. Other transportation companies operate steamers and barges to this port, transporting feed, lumber, oil and other commodities.

Petaluma enjoys the advantage of having all industries allied with the poultry industry in its midst. It is only natural that a major industry operating successfully is immediately surrounded by other industries, supplying its wants.

This district has the largest hatching capacity in the world, in fact the largest single hatchery in the world is located here. We have factories that manufacture incubators for hatching chicks; brooders for brooding them; others that make cases to ship the eggs in; fillers and pads for protecting the eggs during shipment; sheet metal works making drinking fountains, ventilators, etc. Petaluma also enjoys the distinction of having the only silk mill located west of Belding, Michigan.

Petaluma's system of public and private schools is up-to-date in every respect and nowhere in California will be found better educational facilities. There are four primary and grammar schools, a junior high school and an accredited high school. In addition to these there is an endowed kindergarten and St. Vincent's Academy, the latter a Catholic school of high standing. Free bus transportation is furnished daily, enabling the rural pupils to attend the High and Junior High Schools.

The City of Petaluma has a population of 8,245, and the affairs of the city are administered by a city council consisting of a mayor and six councilmen, who give our city an efficient and economical government.

Petaluma is adequately served with light, power, gas and water.

Financially, Petaluma is being served by the American Trust Company, and the Bank of America. Two building and loan associations and two local finance companies are also situated in this city. The combined bank deposits for 1930 were \$12,000,000.

With three up-to-date theatres in our city we are well supplied with entertainment. Practically every fraternal organization is represented here, which, with the women's clubs, add to the social life of our city.

Petaluma is situated eighteen miles from the Pacific Ocean where fishing and bathing are enjoyed, fourteen miles from the "Valley of the Moon," with its hot springs, and about a twenty-eight-mile drive from the famous Russian River with its beautiful scenery and beaches. Splendid striped bass fishing is also to be had in the Petaluma River, which runs through the heart of our city. Just outside the limits of our city we have the Petaluma Golf and Country Club with its beautiful club house where those that enjoy the thrill of golfing seek their recreation. Deer hunting, duck hunting and trout fishing are also favorite sports and can be enjoyed in the mountains and marshes surrounding our city.

SACRAMENTO AS A TOURIST AND CONVENTION CENTER

STRATEGICALLY located in a region of romantic charm and scenic enchantment, Sacramento, the capital of California, is widely recognized as one of America's leading tourist and convention centers. Radiating in all directions are highways and railways taking the traveler to California's world-famous attractions and through the glamorous land of the great gold rush of '49.

The four National Parks of California are located along the main highway which runs north and south through Sacramento, and countless other places of scenic and historic interest lie within the territory of which Sacramento is the geographical center.

Besides offering these many attractions for the pleasure and enjoyment of tourists, Sacramento has won notable prominence as a convention city. Excellent hotel facilities, a new million-dollar civic auditorium, a 25,000-capacity stadium, numerous convention halls, golf courses and recreational places, plus the natural beauty of the city with its thousands of trees and scores of parks and plazas, have put Sacramento forward in this respect, with the result that from forty to sixty national, regional and state conclaves are held in the capital each year.

Capitol Park, in the heart of Sacramento, is recognized as one of America's finest beauty spots. Its profusion of flowers, trees and shrubs, representative of every country on the face of the globe, are a never-failing source of delight to the visitor, and the glory of the scene is further enhanced by the stately dome of the capitol building, rising like a glittering jewel above the magnificent verdure embraced within the forty-acre area of the park.

No section of California is more reminiscent of the West's romantic pioneer history than "The Mother Lode" section in the foothills to the east of Sacramento which formed the backbone of the great gold strike of '49 and '50. Extending from Grass Valley and Nevada City on the north, down through Coloma, where Marshall made his first epochal discovery on January 24, 1848, through Placerville, Plymouth, Jackson, San Andreas, Angels and Sonora to the south, it is a district rich in historic value, and interesting to the present day by the reason of the fact that millions in gold are still being extracted annually in the great mines, many of them with workings a mile underground.

History of the gold rush days on the Mother Lode has been immortalized in the writings of Bret Harte and Mark Twain—Harte's "Luck of Roaring Camp," and Twain's "Jumping Frog of Calaveras," perhaps the most noted of all. Mark Twain's cabin on Jackass Hill, Tuolumne County, is still standing to his memory.

Here on "The Mother Lode" were founded the fortunes of families whose names loom large in California's history—the Crocks,

Hopkins, Huntingtons, Leland Stanford, and others.

The center and starting places for the study of this historic region is Sutter Fort in Sacramento, founded in 1839 by Capt. John A. Sutter as the first settlement of white men in interior California. It is a delightful ride over scenic highways to Coloma, 50 miles to the east where, on the banks of the South Fork of the American River, James W. Marshall, one of Sutter's lieutenants, made this discovery which rocked the world.

Two hours' ride to the east and north is Grass Valley, center of a twenty-five mile circle which since '49 has yielded upwards of \$800,000,000 of precious gold—practically one-third of all the present gold in the United States. Deeper and deeper have the miners delved in their quest of the precious metal until at this time they are working in some instances 6,300 feet below the surface on which the original placer strikes were made. To those who like to explore the early-day gold history are the picturesque "ghost cities" of You Bet, Town Talk, God's Country, Grub Flat, Red Dog, Rough and Ready, and a score of others whose picturesque nomenclature tell their own story.

Southward is Placer County, where, at Colfax, Horace Greeley started on that memorable stage ride with Mark Twain, and near which are other historic spots—Last Chance, Shirt Tail Canyon, Codfish Canyon. Adjoining Placer is El Dorado County, with Coloma, where the gold strike was first made, and Placerville—known in the early days as "Hangtown" from the fact that law breakers were hanged first singly and then in pairs—where Studebaker, since builder of great wealth in the automobile industry, laid the foundation of that wealth in his blacksmith shop.

Amador County, next south, known as "The Heart of the Mother Lode," is still producing heavily, particularly near Jackson, where are found the famous Argonaut and Kennedy mines, two of the deepest gold mines in the world. And so on through the active mining centers and "ghost towns" of Calaveras, Tuolumne and Mariposa Counties, it is a land of never-ending interest. A scenic section, too, well worthy a visit even if with no thought of its glamorous early-day romance. And a productive land, whose fruits and farm products are adding to present day wealth much greater returns than were ever yielded to the labor of the red-shirted miners.

The four great National Parks in California lie within this region, five of its six National Monuments, fourteen of its eighteen National Forests.

Should the visitor have the time and the inclination, a different resort could be visited every day in the year, and still it would take more than two full years to make the round

of the mountain, valley and seacoast camps and hotels already operating in this wonder region. And all within little more than a comfortable half-day's motor drive from Sacramento, and equally accessible by train or motor stage.

Starting at the south with General Grant and Sequoia National Parks, and traveling northward through the beautiful Sierra Nevada Mountains to Mount Lassen and glorious Mount Shasta at the north, are a constant succession of scenic wonders which surpass in interest and grandeur anything of like nature to be found in any other land under the sun.

Yosemite Valley, with its dashing waterfalls and its towering granite buttresses, challenges the language and the pen of man for description. Still near to Sacramento are the Calaveras Big Tree groves, first discovered and most northerly of the gigantic redwoods, largest and oldest of living things known in the world today.

On the road to these groves from Angels, on the Mother Lode Highway, are Mercer's Cave and Moaning Cave, two of the largest and most interesting subterranean wonders yet discovered.

Directly eastward from Sacramento a four-hour motor tour is the gem of the Sierras, matchless Lake Tahoe, 6225 feet above sea level and the largest body of water at that elevation in the world.

Tahoe, though the largest, is only one of a thousand gem lakes in this area—Donner, Independence, Echo, Fallen Leaf, Almanor, Gold, Eagle—all teeming with trout, the joy of every fisherman.

Equally attractive from the scenic viewpoint or that of the sportsman are the dashing mountain streams that tumble through forests and canyons—the San Joaquin, Stanislaus, Mokelumne, Calaveras, Cosumnes, American, Truckee, Yuba, Bear, Feather, Fall, Pitt, McCloud, the mighty Klamath 500 miles in length, and the glorious Sacramento, wending its way through eleven counties, and furnishing not only sport and recreation, but an inland waterway from the heart of California's richest agricultural empire to tide-water in San Francisco Bay.

Northward from Sacramento is Mount Lassen Volcanic National Park, where the only active volcano in continental United States stands guard in "nature's curiosity shop." Just beyond is Shasta, "God's Mountain" to the early Indians, and the Modoc Lava Beds, an area of giant caverns and tunnels which served for a base for murderous Indian bands in the days of the first pioneers.

Truly a land of scenic wonders, too numerous to even mention, too gorgeous to attempt to describe.

SANTA CLARA VALLEY

FOUNDING OF MISSION SANTA CLARA and PUEBLO SAN JOSE

SAN JOSE (Spanish for St. Joseph, pronounced San Ho-Say), county seat of Santa Clara County, California, fifty miles from San Francisco, population 78,000; population of county 137,000.

Santa Clara Valley, 60 miles in length and 20 miles in width, was discovered on the 2nd day of November, 1769, by a party of Spaniards, who had been dispatched from the Pueblo at San Diego to establish an outpost at Monterey Bay which had been discovered in 1602 by Sebastian Viscaino. The party, which was in command of Captain Caspar de Portola, civil and military governor, and Captain Fernando Javier Rieveray Moncado, failed to recognize Monterey Bay, and they were working their way up coast in the mountain range west of the Santa Clara Valley when from the summit of the range two of their party who were deer hunting discovered the valley. In 1772 the valley was thoroughly explored by Lieutenant Pedro Fages, who was with the party of discovery in 1769.

The Mission Santa Clara was founded January 18, 1777, by Lieutenant Jose de Moraga, under instructions of Governor Felipe de Neve and Father Junipero Serra, Franciscan friar, as Missionary for Upper California. It was named after Santa (Saint) Clara, a pious woman of Assisi, Italy, who was canonized in 1225.

The Pueblo de San Jose de Guadalupe was founded on the 29th of November, 1777. Don Felipe de Neve, third Spanish Governor of California, in office from December, 1774, to September, 1782, in 1777 directed Lieutenant Don Jose de Moraga, commandant at the Presidio of San Francisco, to detach nine soldiers of known agricultural skill, two settlers and three laborers to form a settlement on the margin of the Guadalupe Creek, two and a quarter miles from the Mission of Santa Clara, which they effected on November 29, 1777, and to which they gave the name of Pueblo de San Jose de Guadalupe. The location, which was about a mile and a quarter northerly from the center of the present city of San Jose, on the present road to Alviso, proved to be too low and wet, but it was not until 1785 that the Pueblo was moved to a new site, the center of which was near the present corner of Market and San Fernando Streets.

Some years later the Mission Fathers planted four rows of willows between the Mission and the Pueblo, for a shaded roadway and also for protection from wild cattle, and named it "The Alameda." This is now a broad, paved avenue, brilliantly lighted on both sides the entire distance of three miles from the center of San Jose to the Mission City of Santa Clara and it also is a section of the paved state highway from San Francisco to Los Angeles, coast route.

While Father Serra was establishing mis-

sions from San Diego to San Francisco, Ilger Galves, Visador General of the King of Spain in Mexico, was sending plants, seeds, cuttings, etc., to the new missions for their use, so that all soon had olive, pear and other trees growing, and grapevines and vegetables. The valley that time was a natural park of huge oak and other trees, grizzly bears, deer, and other wild animals were numerous.

In March, 1846, the valley was visited by Colonel John C. Fremont with a party of 62, including Kit Carson, and being notified by Don Jose Castro, Prefect, that he must leave the country, he and his party marched to the summit of Gavilan mountains at the southern end of the valley, where he hoisted the American flag. In July of the same year, Captain Fallon hoisted the American flag in San Jose. The United States by treaty having acquired title to California, February 2, 1848, at the conclusion of the war with Mexico, a Con-

gress act of February 18, 1850, provided for 480,000 acres for other state buildings, and \$370,000 toward construction of buildings, finally accepted, and Act of Removal to Vallejo was passed, February 4, 1851.

Legislature adjourned May 1, 1851.

Convened at Vallejo, January 5, 1852, seven days later transferred to Sacramento; met again at Vallejo, January 3, 1853; removed to Benicia, February 11, 1853; then by enactment selected Sacramento as the permanent State Capital.

Mission Santa Clara

Of the twenty-one Missions established by the Spanish Padres in California, the Mission Santa Clara de Asis was the eighth. The first of these Missions was San Diego de Alcalá, July 16, 1769; the last, San Francisco Solano, in Sonoma County, July 4, 1823. Cali-



Mission San Jose de Guadalupe, founded June 11, 1797.

Mission Santa Clara de Asis, founded January 12, 1777.



Tablet in City Hall Park, San Jose, marking site of first capitol Building in California.

stitutional Convention was held in Monterey in 1849.

Constitutional Convention at Monterey, September 1, 1849.

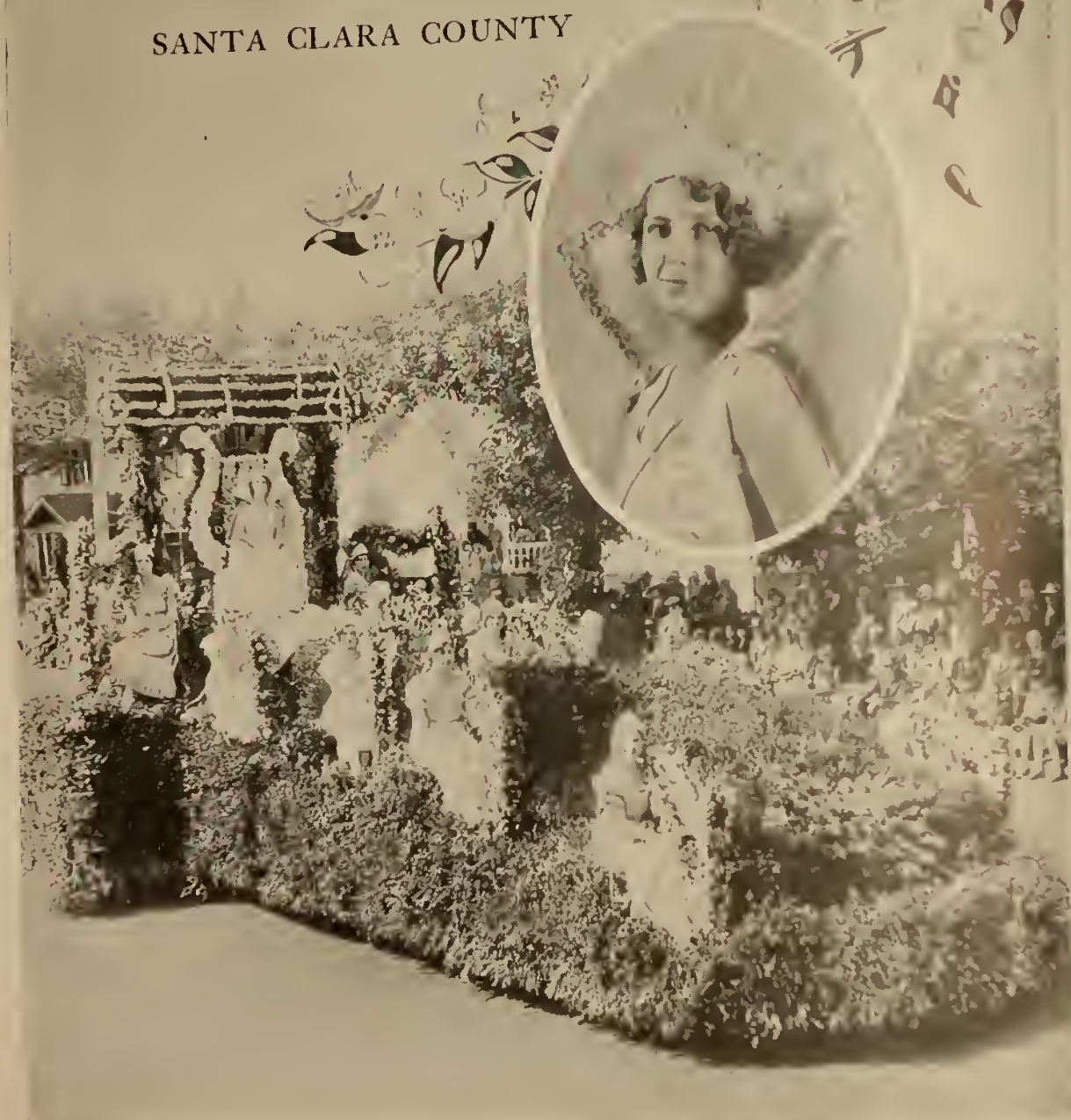
First State Legislature convened in San Jose, December 15, 1849.

Passed act apportioning the state into counties, February 18, 1850.

Passed act to incorporate City of San Jose, March 27, 1850.

Offer by General Mariano Guadalupe Vallejo, State Senator from District of Sonoma, of 20 acres for state capitol and grounds, 1850.

California originally was inhabited solely by Indians; there were many tribes, but all of them, with rare exceptions, exhibited a low order of intelligence. Years before the first American, from east of the Rockies, set foot on the shores of the Pacific, the territory of California was a possession of Spain. It was under the administration of a viceroys in Mexico that civilization, as an adjunct of religion, obtained a foothold in this hitherto unknown country. Spain followed military subjugation by the introduction of Christianity, and the spiritual, moral and economic conquest of the heathen



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later became the city of San Jose (Ho-say). The valley was a natural park of oaks, sycamores, willows, alders, shrubs, wild oats, and natural grasses, the feeding ground of countless deer, and ranged by grizzly bears, mountain lions, foxes and other wild animals.

In 1812 the second mission was badly damaged by an earthquake, and again, in 1818 it was so seriously shaken by another tremor that it was unsafe for occupation. About 1820 another and more pretentious mission was built, known as the Santa Clara Mission Church, and it was dedicated August 11, 1822. This was the mission commonly seen in illustrations, the most faithful, realistic and famous representation of it being the oil painting by A. P. Hill, a San Jose artist, the original of which has been for many years in the state capitol at Sacramento. The Mission Church was built of adobe bricks, and as in time it began to yield to the destructive forces of the elements, the old tower was surmounted with a wooden steeple. This was in 1840. In 1860, when Father Michael Accolti was parish priest, a wooden facade was built, and about 1875 Father Joseph Bixio, then parish priest, put on a new roof and made other repairs. In 1884 Father Kenna, during his first term of the presidency of the Santa Clara College, completed the remodeling of the church building, preserving as much as possible of the original material and decorations.

On the 25th day of October, 1926, the Third Mission Church was destroyed by fire, and many precious relics, decorations, etc., were burned, including the historic altar, the quaint old records, altar rail, altar statuary, Indian carvings, and an old octagonal pulpit. The altar rail was made from beams of the old mission—redwood cut in the Santa Cruz Mountains, west of the valley, and hauled to the mission by oxen or carried on the shoulders of mission Indians. The wood carvings on the altar—angels bearing flambeaux, and statues of saints, all the work of mission Indians, were lost. Also destroyed were two of the historic mission bells, the gift of the King of Spain, in early mission days. Two of these bells were cast in Spain in 1798, the third in 1799, and the bell that escaped damage in its 60-foot fall from the belfry, bears the Latin inscription: "Ave Maria Purissima, Santa Clara, 1798." But many priceless historical altar ornaments were saved and these have been reinstated in the new \$150,000 steel and concrete reproduction of the Mission Church (the third church built), which was begun within a year after the fire and steadily pushed to completion. In 1929 King Alphonse XIII of Spain presented the new mission with a new bell on which, in Latin, is an inscription which translated reads: "Alphonse XIII, King of Spain, generously donated to the University of Santa Clara of the Society of Jesus this bell in order that at the sound of the bell honor might be paid daily to the Blessed Virgin." The bell was donated to replace that one which was given by Charles IV and later destroyed by fire.

The new Mission Church is in the style of architecture that characterized the third Mission Church; it has a seating capacity of 1000.

It was built largely from contributions by the general public, and is used as a chapel for the students of the University of Santa Clara, on the campus of which it stands, while at the same time it is a perpetuation of the chain of missions established in California by the Franciscan Fathers under the direction of the famous Padre Junipero Serra.

MISSION SAN JOSE



FTER the founding of Santa Cruz and La Soledad Missions there was a period of rest, for Padre Presidente Lasien was making ready for a new and great effort. Hitherto, the mission establishments had been isolated units of civilization, now they were to be linked together, by the founding of intermediate missions, into one great chain, near enough for mutual help and encouragement. After a careful study of the whole situation, it was concluded that five new missions could be established. Thus it was Mission San Jose was founded on June 11, 1797.

Mission San Jose was dedicated to St. Joseph, the spouse of the Holy Virgin, June 11, 1797, by direct order from the Apostolic College at San Fernando, Mexico. Padre Lasien founded it, and appointed Padres Isidore Barcenilla and Augustine Morino to assume charge of the mission.

Owing to its situation, the first mission reached by trappers, scouts, and adventurers from the East, and also being the nearest to the valleys of the Sacramento and San Joaquin, which afforded retreats for fugitives, Mission San Jose had an exciting history.

The mountain Indians near San Jose resented the presence of the missionaries, and consequently the padres were at once apprehensive of trouble. Nothing of a serious nature occurred until January, 1805. It was then that Padre Cueva and a small escort of soldiers and Indians, on their way to visit some sick neophytes living in a rancharia ten or fifteen miles to the east, were attacked by gentiles, one soldier being killed. Advice was despatched to San Francisco and a small army of men led by Sergeant Peralta was sent to protect the mission. In 1826 there was an expedition against the Cosumnes, in which 40 Indians were killed, a rancharia destroyed, and 40 captives taken. In 1829 was waged the famous campaign against Estanislao, who has given his name to both a river and county. This Indian was a neophyte of San Jose, and, endowed with more than usual ability, was made alcalde. Early in 1828 he ran away with a large following of Indians and soon made himself the terror of the rancheros of the neighborhood. After a number of attacks an expedition, headed by General M. G. Vallejo, commander-in-chief of the whole California army, was sent out to capture Estanislao. After a desperate battle, Estanislao's army was annihilated. During the night the Indian captives endeavored to escape, one by one, but most of them were killed by watchful guards,

and in the morning none but the dead and three women were found.

Although situated in a territory continually embroiled in petty warfare between Indians and settlers, Mission San Jose enjoyed great prosperity.

In 1834 General Vallejo, as Comisariado, took possession of the mission property and found ten thousand head of cattle, four thousand horses, and twelve thousand sheep; there were also about two thousand converted Indians—a most remarkable showing for a small mission in thirty-seven years of existence.

Mission San Jose was originally a small wooden structure, roofed with mats made by the Indians out of strands of woven grasses stitched together, but about the year 1800 a new building was constructed. These ruins, although the mission was simple and modest, and in no sense comparable with some others in size, number, or magnificence, have received more attention and been described in more glowing colors by writers and visitors than many another more pretentious mission.

The region, in which Mission San Jose is situated, was noted for its immense stretch of fertile and well-watered lands, upon which flocks and herds could graze and wander in native pastures without limit, summer and winter. These were the resources from which the missions prospered and amassed their wealth. More, Nature, again, with but little care, yielded bountifully her products to minister to the comfort and luxury of man. This mission at an early day led many others in riches and in the influence these bestowed upon it. Hunting in the mountains and trapping on the Sacramento and San Joaquin Rivers were sources of considerable wealth. The great mountains around the open country tempered the climate and promoted health and vigor, while they stirred the soul with their awe-inspiring scenery.

Sixteen miles from the rumble and roar of the modern city of San Jose to the dignified quiet of this 134-year-old relic of early California, an isle of romance in an ocean of progress. Visiting the Mission San Jose is an hour or two well spent if one seeks to absorb something of the spirit of the land of the padres as well as to delve into its history.

But one building remains of the original extensive group founded in 1797, but the crumbling adobe bricks are saturated with historical interest.

It was when he was resting here while on a scientific voyage around the world in 1815 that Albrecht von Chamisso, German poet and botanist, described the California poppy to which he gave the botanical designation *Eschscholtzia*, in honor of Johann Friedrich Eschscholtz, Russian traveler and naturalist. In his diary published in Europe after the voyage, he announced this wonder to the European world.

An excellent embroidered robe worn by Padre Junipero Serra, that valiant leader to whom California owes its missions; a carved figure, "The Man of Sorrows," brought around the Horn from Spain before the dis-

covery of gold at Sutter's Mill; an ancient prayer book, a circle of bronze altar bells, and a score of other carefully preserved and rare objects form an interesting exhibit in this mission.

But it is not until one enters the south room that the age of the building becomes apparent. For here some enterprising citizen of an early day sought to cover the adobe bricks with wallpaper and the paper serves to accentuate the time-stained timbers and hand-molded bricks. Glancing overhead one's eye is caught and held by a rawhide thong twisted around a ponderous beam. W. P. Jones, gray-haired caretaker, explains that the padres had no ropes, and that heavy timbers were hauled into place and temporarily bound with thongs of rawhide. He explains also that the heavy cracks in the two-foot-thick walls were made by a vagrant quake in 1868 and that he, with his mother and father, were living there at the time, and ran terror-stricken into the street while the church and other buildings crumbled into dust. In another room he points out an electric light chandelier, even more incongruous to the eye than the wallpaper. A milestone of progress that chandelier, for Mission San Jose has watched the passing century and a quarter bring the telegraph, the electric light, the telephone, the automobile, and the radio.

Santa Clara County, because of her fortunate geographical location, is a sort of "hub" for Dame Nature's scenic attractions which make California world-famous. Within reasonable riding distances to the States most beautiful features, it affords countless visitors a "home away from home."

Thirty-three miles from the center of the county is the California State Redwood Park (Big Basin) (9,330 acres), the home of the oldest living things in the world, the popularly called "big trees." Only in California do these mighty monarchs, the awe inspiring redwoods—*Sequoia Sempervirens* and *Sequoia Gigantea*—grow, forming great and living sanctuaries, far more majestic and beautiful than those most magnificent man-made cathedrals of Europe.

The value of all farm property in the county exceeds \$175,000,000; land here is valuable because it is highly productive, has the advantage of accessible markets, and is extremely valuable for homes. Therefore, prices are moderate; the best fruit land sells from \$800 to \$2000 an acre, depending upon several factors; general farming land from \$300 to \$500 per acre; cattle ranges, all in the foothills and mountains, from \$20 to \$50 an acre. First class orchards, including all improvements, range from \$1000 to \$2200 an acre.

BEGINNING OF THE PRUNE INDUSTRY IN CALIFORNIA

IN 1849 Louis Pellier started from France for California, coming by way of Cape Horn. He went to the mines, but in 1851 came to San Jose and settled here on a piece of land, many years later known as Pellier Survey, lying between Market, Santa Teresa and Devine Streets and Chaboya Alley. Here he started a little nursery.

Some time after Louis had come to California, his brother Pierre also came over from France and joined Louis in San Jose.

In the early part of 1856 Pierre returned to the Pellier home section in France and

Exposition held that year in Paris. After some months he returned, and in 1869 he sold off some of his property in lots to T. W. Spring, William Ahel and others. He died in 1872, several years after he had gone out of the nursery business.

Of the party of Pelliers who came to San Jose in 1856 all are dead except Louis A. Pellier, Louis' nephew, who, although he had made many trips from here, has resided in San Jose all these years and is still here, one of San Jose's best known citizens, residing with his son and daughter-in-law, Mr. and Mrs. E. J. L. Pellier, 183 W. St. James Street, in



Sorting pears for size in one of the many valley pear orchards.

there stayed with Jean, a third brother. Louis had given him a long list of grape vines, ornamental fruit trees, plants, shrubbery seeds, and other seeds, with instructions to bring back all that he conveniently could for the Pellier Nursery here. On this list was Le Petit d'Agen, a little prune of Agen, the district in France in which the Pellier family resided. All these plants and seeds were gathered by Pierre and his brother Jean and packed for shipment. In the meantime Pierre had married, and when in the latter part of 1856 he started upon his return trip his party consisted of himself and wife, his brother Jean, his wife's brother, and his little nephew, Louis A., being his brother Jean's son,—five in all. They reached Liverpool, where they boarded the sidewheel steamer "Arabia," which conveyed them to New York; their next stop was at Aspinwall, from which point they crossed the Isthmus of Panama, and on the Pacific side boarded the steamer "Golden Gate," reaching San Francisco in December.

From San Francisco the party came on to San Jose, and the trees were planted in Louis' nursery, which he had named "The City Garden." In 1867 Louis returned to France to visit his old home and to see the Universal

the original Louis Pellier Tract.

Louis charged fifty cents each for grafting the prune d'Agen. B. Kemp, a German who had a small nursery also, was the first to graft the petit prune and set them out in orchard rows. Louis had grafted his scions on the wild plum root. In 1867, J. Q. A. Balou bought fifty scions from Louis and grafted them on tame plum trees, and he it was who sold the first California-grown dried prunes to Mr. Lusk, a San Francisco commission merchant, who bought \$600 of Ballou's prunes mixed with pitted dried plums. These prunes had been pitted and had been dried in the sun without having been dipped in lye.

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THE DEVELOPMENT OF AGRICULTURE AND HORTICULTURE IN SANTA CLARA VALLEY

THE main purpose of establishing the Pueblo de San Jose de Guadalupe, now the City of San Jose, by the Mission Fathers in 1777, was to promote agriculture, because it was desired to make the country self-supporting and no longer dependent upon Mexico for supplies. Every settler at the Pueblo was given a piece of cultivable land, also a house lot, ten dollars a month and a soldier's rations, and a yoke of oxen, two horses, two cows, a mule, two sheep and two goats, seed and farming implements were supplied them, payments being required for those and for the animals in products of the soil. Pear, olive and other fruit trees, grape vines and garden vegetable seeds and flowering plants, and seed grain for the growing of hay and wheat were brought from Mexico for the use of the mission and pueblo far-

San Jose. From 1852 to 1858 small orchards here, not much larger than town lots were turned to good profit with dwarf pear and apple trees. The first strawberries, now to be had in our local markets every year from middle of March until the following January, were planted in 1853. For many years horses and cattle were the predominant farm products in Santa Clara Valley, but as the vast Spanish ranches were sold off bit by bit to the Gringos—American settlers—the production of hay, wheat and barley steadily increased, until finally the entire valley was practically one big hay and grain field, with many small orchards and vineyards scattered through.

The beginning of the fruit industry on a commercial scale in this valley may very properly be assigned to the year 1856, when Louis Pellier, a Frenchman, brought from his home

other kinds of orchard fruit; 1300 in grapes; 5000 acres in walnuts and almonds, 1100 acres in berries, and 25,000 acres in canning and other vegetables. The county is the largest canner and dried fruit packing center in the world, with 40 canneries, 32 dried fruit and several green fruit packing houses, and many evaporators and dehydrators. San Jose and the county ship by rail and water canned and dried fruits ranging from 300,000 to 400,000 tons annually, and 25,000 tons of other soil products.

PALO ALTO

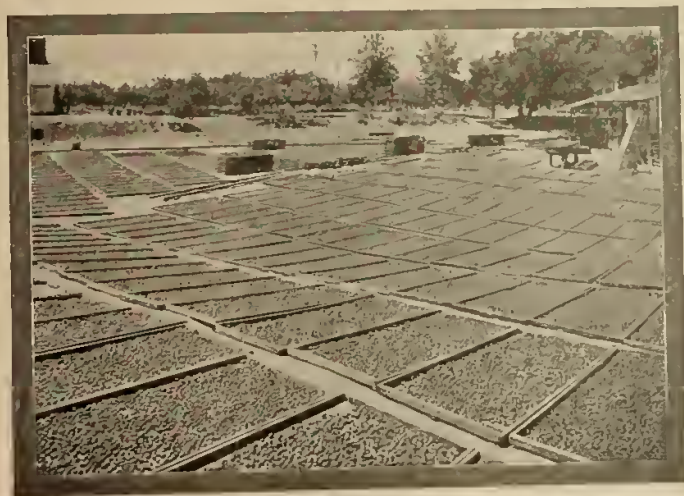
WHILE Santa Clara, one of our original counties, dates only from 1850, history was in the making for a long period previous to that year. It was in 1769 that Portola, discoverer of San Francisco Bay and the Santa Clara Valley, camped on the banks of the San Francisco in the shadow of the sequoia which, because of its prominence as a landmark, the Spaniards named Palo Alto (tall tree).

Five years later the Rivera party chose this same camp and Padre Palou, impressed by the good pasture, the beauty of the trees, and the running water, set up a cross to mark the site for a mission. Again the spot was the stopping place of a noted explorer when Anza founder of San Francisco, camped here in 1776. He found the cross but tells us that plans for a mission had been abandoned when it was found that the water did not always run and the grass was not always green. Santa Clara became the mission site and near by was founded the pueblo of San Jose, oldest town in California.

Except for the story of the missions there is little to be told of the region for the next fifty years. The fathers, chiefly concerned with civilizing and Christianizing the Indians, were not friendly to immigrants, but some of the Spaniards nevertheless came, helped themselves to land, regardless of the rights of the natives, and made the valley one great cattle ranch. California became a Mexican province in 1823, and about ten years later the great mission chain was broken up by the secularization order.

Knowledge of the beautiful valley had been spreading and even before 1840 it was attracting settlers. The next decade brought three major events to shift the course of our history. The Mexican War made the province American, the discovery of gold materially increased the flow of immigration.

If the Spanish governors had been free with their grants of land, their Mexican successors were even more so. Three of these grants, given by Alvarado in 1841, are closely interwoven with the history of a famous university, the old town of Mayfield and the newer one of Palo Alto. On another grant to the southeast, there grew up a little settlement around a stage station established in 1852. But when the railroad was built some ten years later the little village found itself a mile away and now only a few houses of the Old Town remain.



A prune dry yard, where the fruit is dried under cloudless skies and a beneficent sun.

ers. As early as 1792 Vancouver, visiting California, saw at Santa Clara Mission a fine small orchard of apple, peach, pear, apricot, olive and other fruit trees, all thrifty and promising. By 1800 ample fruit of various kinds was grown to supply the needs of the Mission and Pueblo settlement and by 1805 more fruit was grown than could be disposed of in its natural state.

It was a long span, however, between the old mission and pueblo fruits to the planting of nurseries and orchards on a commercial scale. After the secularization of church properties in 1834 the mission orchards and gardens were neglected and they rapidly deteriorated. American settlers here and there from 1849 on planted fruits from the mission stocks, and the finest fruit offered for sale in the San Francisco market was pears grown in this county, at Santa Clara and

district of Agen in France a number of prune sections to his place near San Jose. Although since that date quite a considerable number of varieties of prunes have been introduced and propagated in California, the original Pellier prune, which later was named the Petite Prune D'Agen, has been and is today the great commercial prune of this state. About that time fruit tree nurseries were established near San Jose, and the orchard industry began to expand, and it has been rapidly growing ever since.

Today Santa Clara County has more than 70,000 acres in prunes, growing over 40 per cent of all the prunes in California, its average annual production ranging from 90,000,000 to 120,000,000 pounds dried; and there is in the county a total of 130,000 acres in orchards of all kinds, comprising prunes, apricots, cherries, pears, peaches, plums, apples, and



View of President Hoover's Home in Palo Alto

The hotel is gone, even the big oak at the Grant Road, surveyors' landmark in the early days, was felled with the recent widening of the highway. In place of the old settlement we now find the newer Mountain View, seat of a large and important publishing house, with a rapidly growing population of forward-looking citizens.

At "Uncle Jim" Otterson's, famous as a stage stop, was established a post office in 1855, and here was founded the town of Mayfield in 1867 by William Paul. Out on the bay sloughs opposite these little towns were busy landings where hay was shipped out and merchandise brought in by the little steamers. These and other ports farther north hung on in spite of railroad competition, some even into the nineties. Recent attempts to revive some of them have met with little success.

There came into the valley in 1874 the eccentric and mysterious Peter Coutts, who acquired some 1300 acres on one of the old grants. His life and his stay of eight years are surrounded by legend. Whether or not he was guilty of embezzlement, he did depart suddenly after a visit from the French consul. His land was purchased by Senator Sanford, who had some time before bought the estate of George Gordon, known as Mayfield Grange, and made it his home.

With the purchase of the holdings of Coutts and others in the vicinity the Stanford estate reached a size of 8,000 acres, to which was given the name of Palo Alto, after the tree. Stanford, a lover of fine horses, established a stock farm which became known the country over when prize after prize was won by its racers. One of the most famous of these horses, holder of many records, was also known as Palo Alto and helped materially in spreading the name.

In memory of their lost son, who died in 1884, the Stanfords founded the university. Opening in 1891 with fewer than 600 students, the institution has in the forty years since graduated more than 14,000 men and women. On the campus is the home of Herbert Hoover, the most famous alumnus. His residence is here but the insistence of two

presidents and later of the nation that he live elsewhere has prevented him from occupying it.

To some the new university naturally meant a new town. An enterprising real estate man

purchased farm land adjoining the campus on one side and Mayfield on the other, platted it as a town, and advertised a sale of lots in Palo

Continued on Page 62



San Jose Flying Field



Palo Alto Flying Field



Santa Clara Airport provides facilities for America's newest transportation

Alto. Somewhat too enterprising and making extravagant claims, he incurred the displeasure of Stanford, who brought suit against the use of the name. By agreement of property owners this was changed to College Terrace, by which the tract is still known.

Opposite the entrance to the university another town had been started, called University Park. Sensing the advantage in the name discarded by its rival, the property owners here agreed to drop their own name and in its place gave the name of Palo Alto to the city which now bears it, just forty years ago, January 30, 1892.

Mayfield, like many other towns of the time, had a number of drinking places. University Park had been founded with an idea somewhat novel, though already tested in another California city, a clause in deeds forbidding use of property for selling liquor. (This clause was a subject of discussion recently in Washington when deeds were passed for the new post office). In 1903 Mayfield incorporated and soon afterward abolished saloons, but not soon enough to catch the stride set by the newer Palo Alto.

Annexation and natural growth during the next twenty years brought the two neighbors gradually nearer together and a movement was begun for actual union. This was accomplished after a second election and since July, 1925, a larger Palo Alto has been steadily going forward, with the old Mayfield, proud to be a part of it, still clinging to the old name which has so much sentiment and history back of it.

A few miles out from Palo Alto the electric line to San Jose crosses a plateau some two hundred feet above the valley, with an inviting background of foothill and mountain. Founded on this natural townsite twenty-five years ago Los Altos has become noted for its suburban residences and its beautiful surroundings.

One of the early settlers of the county, Martin Murphy, a man with a passion for adding to his acreage and no inclination to part with any of it, left an estate of 10,000 acres. When enough people had come in to make a post office necessary it was found that his name was not available because of use elsewhere. But



*Stanford University
Memorial Chapel.*

*Students' Union
Building at Stan-
ford University,
Palo Alto.*



About equi-distant from Sunnyvale and Mountain View the old maps show a tract labelled Ynigo reservation, named for an old Indian chief. The tract is shown on some maps as the Posolmi land grant, but looking for it now one will find title to most of it vested in the Federal government, with the remainder under option. Here an immense building is under construction to house the new navy dirigible Macon.

This part of the county is rapidly merging into one big neighborhood. A community of interests is drawing together the territory from Sunnyvale and the air base to and even beyond the county line at the creek.

Beauty of scenery, mildness of climate and excellence of its products, especially fruit, have combined to spread knowledge of the section until the population has reached a figure of some 28,000. Increased attention will be centered on the district through one of its newest



Looking across the University Quadrangle

The New Almaden Quicksilver Mine.

Near San Jose, Santa Clara County, Calif

ONLY 13 miles from San Jose, in the Santa Clara Valley, California reached by a brief drive over a paved road, with thriving orchards and productive farms on either hand, is the second largest and richest quicksilver mine in the world—the New Almaden, named after the Almaden mine in the province of La Mancha, Spain. Indeed, it is doubtful if the Spanish mine, during its many centuries of working, has produced more quicksilver than has the New Almaden, which during a century of operation has yielded more than eighty million dollars' worth of this precious metal. Located in the picturesque foothills, amidst beautiful natural surroundings, its history leads back to a time long before the first Span



County Court House and Hall of Records in San Jose

Murphy Avenue is the principal street of the town which grew up, known for a time as Encinal. After a brief difference of opinion about a year ago it became known to the entire nation as Sunnyvale.

name, Sunnyvale, while its oldest name, Palo Alto, links the present with the days of California's oldest recorded history.

GUY C. MILLER.

Palo Alto, California.

ward set foot on the soil of this wonderful valley, then inhabited only by Indians. For years,—how many no one knows—preceding the discovery of the valley by the Spaniards, the Indians had been utilizing the cinnabar ore for red pigment with which to paint their bodies. To procure this paint they came from all sections of northern and central California, and even as far north as the Oregon country. The paint made from the cinnabar was called by the Indians "Moheka," and tradition says that when applied to the body the red sulphure of mercury salivated them, so that its application was painful, but the color was alluring, and in their simple longing for personal adornment they continued to use it. So gradually, year by year, the cave they had excavated reached deeper into the mountainside, and as they did not know enough to timber their rough, irregular tunnel, nor have tools with which to work, one day the earth and rocks above crashed down, and the tragedy that occurred was discovered years after, when Spaniards, opening up the cave, came upon a group of skeletons, remains of Indians who had been trapped and had died there. In 1777, when the Spanish padres built the Mission Santa Clara, they learned from friendly Indians of this red earth that made red paint, and it was used in adorning the Mission.

The San Vicente ranch, on which is the New Almaden mine, was granted to Don Jose Berryessa, in the early settlement of Santa Clara Valley, by Don Luis Arguello, Governor of California, for Berryessa's services as his secretary. Berryessa was the first white man to discover the mine. In the year 1824 an old Indian told Secundino Robles, majordomo of Santa Clara Mission, and Don Luis Chaboyo, of his belief that there was a mine in the hill where the Indians found the red paint; and Robles, Father Real and Berryessa set out to find it. It was Berryessa's foot that scraped aside the accumulated leaves and dirt that covered the mouth of the mine and revealed the opening. Robles informed Don Antonio Sunol of the mine and its location, and believing that it contained silver, Robles spent several hundred dollars in tunneling, but failing to find silver, he abandoned it. Don Jose Berryessa was shot and killed at San Rafael in 1846, and subsequently his widow sold her interest in the San Vicente ranch and the mine for \$60,000.

The New Almaden is one of the very oldest mines in America, and always since 1824 some one has been working it. For many years it was called the Chaboya mine, although the Chaboyas never owned it. It was not until 1854 that the secret of the red ore was revealed, through simple experiments made by Captain Andres Castillero, who discovered that it was rich in quicksilver. Castillero, who had studied mining in Mexico, had come to California, and learning from Indians in the Sacramento Valley where they had procured the red paint with which their bodies were covered, he rode to the Santa Clara Mission, where Father Real showed him samples of the ore. Having succeeded in extracting quicksilver from a small portion of the pul-



LOCATED at summit of Mt. Hamilton, due East from San Jose, at an altitude of 4,209 feet, 13 miles from San Jose in an air line and 27 miles by road. It is a department of the University of California. The history of the Observatory is as follows:

James Lick, who donated the fund for building and maintaining the Observatory, was born in Fredericksburg, Pennsylvania, August 25, 1796, and he died in San Francisco October 1, 1876. His remains are buried in the supporting pier of the 36-inch equatorial telescope, which latter when constructed was the largest telescope in the world. Lick in his youth learned organ and piano making, and after practicing his trade in Pennsylvania, Maryland, Buenos Aires and Chile, he came to San Francisco in 1847, where he made large investments in real estate. He also built a large flouring mill on the bank of the Guadalupe Creek, near the site of the present town of Agnew.

On July 16, 1874, he executed a deed of trust, devoting nearly all of his fortune of \$3,000,000 to public purposes, to a body of

verized ore, he went to the Pueblo (town) of San Jose, where, after having complied with the requirements of the Mexican mining law, he was given legal possession of the mine, December 30, 1845, by Antonio Marie Pico, First Alcade, Antonio Sunol and Jose Noriego acting as witnesses. Castillero renamed the mine the New Almaden and he took in as partners Don Jose Castro, who later was General Castro; Secundino and Teodor Robles, and Father Jose Maria del Real. Castillero employed William G. Chard, an American, from Columbia County, New York, to reduce the ore, and he worked in a crude way until August, 1846, when he left. When Fremont and Kit Carson passed through San Jose they visited the mine, and Fremont reported to the United States Government that the mine was worth about \$30,000; but within four years after he had made his estimate it was earning \$25,000 a month for the company operating it. Castillero sold some shares to Messrs. Barron, Forbes and Walkinshaw, of Tepic, Mexico, and John Parrott, who later became one of the wealthiest men in San Francisco. Machinery and workmen were brought from Mexico, furnaces were erected, and Captain H. W. Halleck (later General), was placed in charge. At first ore was taken from the mine on pack mules, then with wagons, and later in cars.

Although the working methods were still quite crude, the output increased year by year, and soon it dazzled the world, as it exceeded in richness even the old Almaden of Spain. The new mine produced its richest ore during the 50's; its wealth seemed inexhaustible, and a number of claimants arose, claiming the title. From 1853 to 1864 the mine was closed, while litigation was going on; but the title having finally been cleared by the courts, the com-

LICK OBSERVATORY

trustees selected by him, one section of which directed the trustees to expend \$700,000 for an observatory at some point within the State of California. September 21, 1875, he substituted a new Board of Trustees and provided that the observatory, when built, should be conveyed to the University of California, to be known as the Lick Astronomical Department of that University. Again, September 2, 1876, he replaced the second Board of Trustees with a third, and October 1, 1876, he died. The third board built the observatory, this board consisting of Richard S. Floyd, President, William Sherman, Vice-President; Edwin B. Mastick, Treasurer; Charles M. Plum and George Schoenwals, with Lick's confidential business man, Thomas E. Fraser, as superintendent of construction. Lick had already proposed in 1875, to the Board of Supervisors of Santa Clara County, to construct his observatory on Mt. Hamilton, provided the county would build a first-class road to the summit. The officials acted promptly and a splendid road was completed in December, 1876, at a cost of \$78,000. Legal complications following Lick's death were not settled until 1879, and

pany, in 1864, sold the mine to the Quicksilver Mining Company of New York, for \$1,700,000. Samuel Buttrworth became the manager, and the mine was capitalized at \$10,000,000. It poured out its molten wealth all through the '60's and on to 1874, the year of its greatest production.

Mr. Buttrworth resigned as manager in 1870, and he was succeeded by J. B. Randol of New York, president of the company and controlling owner of the mine. Mr. Randol installed a million dollars' worth of machinery, and he sank a shaft in the center of the mine 2450 feet into the earth—a shaft that has produced more quicksilver than any other opening in the mine. Mr. Randol managed the mine for 24 years; he died in New York December 23, 1903. During his lifetime as many as 1000 men were employed, and 1000 people lived at New Almaden; 80 miles of tunnels were dug, and 16 furnaces were run. Upon his retirement, in 1894, he was succeeded by Thomas Derby, of San Jose, who remained in that position until 1912, when the New Almaden Company took over the property. Other managers, and other owners have followed, but for several years the mine has been either inactive or only slightly worked. During its years of operation the price of quicksilver has ranged as low as \$25 a flask and as high as \$120 a flask containing 500 pounds of quicksilver. Whether the famous mine has been "worked out," or there is still lurking in its farthest depths other vast stores of wealth for those who may seek it, no one knows. But there is no host of sight-seers and Calaveras more worth visiting than the New Almaden mine, and the San Jose Chamber of Commerce has made this delightful trip to all its members and visitors to Santa Clara Valley.

active construction of the observatory was begun in that year.

Land for the observatory site was obtained by grant of Congress (1946 acres), by California Patent (511 acres); by gift of R. F. Morrow (30 acres); and by purchase (673 acres); deduct 30 acres subsequently sold, leaving a total of 3120 acres. The observatory was completed in 1888, at a total expense of \$610,000. The Regents of the University of California assumed control on June 1, 1888, and the scientific staff entered upon their duties on that date.

The observatory consists of a main building, containing offices, computing rooms, library of 8,000 books and 5,000 pamphlets, and the domes of the 36-inch equatorial and the 12-inch equatorial telescopes; of detached buildings to shelter the Crossley Reflector, the meridian circle and other instruments, and to provide safe deposit rooms and photographic dark rooms; of instrument shops; of dwelling houses; and of other buildings, reservoirs, pumping stations, etc. The observatory is thoroughly equipped with every instrument essential to astronomical observations and discovery.

The directors of Lick Observatory have been: Edward Singleton Holden, June 1, 1888 to December 31, 1897; James Edward Keeler, June 1, 1898 to August 12, 1900; William Wallace Campbell, January 1, 1901, to about 1924, when he accepted the presidency of the University of California, since which time Robert G. Aitken has been acting director. The scientific staff has averaged five astronomers, one assistant astronomer and two assistants, and in Chili, on the D. O. Mills Foundation, one astronomer and two assistants. Four fellowships are maintained at the observatory for well prepared graduate students for advanced study and research. The results of the observatory's researches and the many valuable discoveries have been published from time to time in astronomical journals and in publications of the Lick Observatory.

The observatory is open to daytime visitors every day of the year from 9 a. m. to 5 p. m., from April 1 to September 30, and before 9 a. m., from October 1 to March 31. Opportunity is afforded on the Saturday evenings to look through the 36-inch refractor always, and also the 12-inch refractor if clear skies permit. The annual number of visitors to the observatory exceeds 10,000. There are no hotel accommodations at the summit, but there is a hotel at Smith Creek, on the way up from San Jose, 9 miles below the summit. The average population at the observatory, during the past five years, has been fifty; there is a public school, which is the property of the observatory, at the summit, the teacher being supplied by the state and county.

An autostage, carrying mail and passengers, leaves San Jose every morning, except Sundays, at 9 o'clock for the summit, returning in the afternoon, and leaves every Saturday afternoon at 4 o'clock when there are passengers, arriving in San Jose on the return trip at 11 p. m. Fare for the round trip is \$4.00 per one person. For party of 3 or more \$3.00 each; \$2.50 each for party of 50.

BELMONT SCHOOL

An Exceptional Institution of Training.



THE selection of the proper school for a boy is of the utmost importance to his parents. It is, indeed, more vital than the selection of a college later, for the habits formed during the secondary school years lay the foundation for useful citizenship and honorable manhood. The growing boy needs a school where he may live a healthy, normal life, much in the out-of-doors, and where he will be taught how to study and trained to think for himself.

The school whose traditions and atmosphere are such that proper ideals, attitudes, and habits are stimulated in every phase of its activities develops the boy mentally, morally, and physically.

THE BOY AT BELMONT

For more than forty years Belmont School has successfully prepared boys for college. Here the boy finds that stimulating atmosphere so essential for his college preparation and for his physical and moral growth. With its wealth of traditions and its high scholastic standards, the school surrounds the boys with high ideals in education and character.

Successful college preparation is achieved more efficiently away from the distractions of the city. Life in the out-of-doors gives to boys a foundation for health and character, and the ability to meet and overcome difficulties later in life.

Belmont School gives thorough preparation for those colleges whose requirements for admission are most severe, and also offers a course that prepares its graduates for the non-technical requirements of modern business life.

Situated in the foothills, the school is located at Belmont on the Southern Pacific Railroad, twenty-one miles south of San Francisco. Here the city boy may enjoy the life of the open country and the country boy the educational opportunities of a great city.

The mild, even climate enables boys to spend their recreation hours in the open. They avoid the rigorous climate of the East and the enervating heat of the South. No more ideal conditions could be found for earnest, sincere school work. Then, too, the school is a mile and a quarter from the station and beyond the limits of the village, so that the boys have uninterrupted hours of study and of recreation.

Founded in 1885 by William T. Reid, Harvard, '68, formerly President of the University of California, the Belmont School has a strong educational background. Mr. Reid brought to the school the traditions of the best preparatory schools and from the first endeavored to maintain in the West a college preparatory school equal to the foremost schools of the East. Over three hundred Belmont graduates have entered the leading colleges in America and in England. In 1918 the ownership of the school was transferred to the Most Reverend Archbishop of San Francisco. The present headmaster maintains the same high scholastic standards as his predecessor.

THOROUGH COLLEGE PREPARATION

When a boy enters Belmont School he usually designates the college of his choice, so that any minor difficulties of the entrance requirements may be taken care of normally as the boy's work proceeds.

Every help is given to a boy to straighten out his difficulties; to teach him how to study, how to concentrate, and how to be self-reliant.

The masters are kindly, sympathetic men who understand and like boys and are willing at all times to help each boy with his individual problem or difficulty. They are all university and college men of pronounced ability, each a specialist in his subject.

Boys go from Belmont School on certificate to Stanford University, the University of California, and all Catholic colleges. As most of the leading eastern colleges admit boys on the results of the College Board examination, the course of studies is arranged and the boys are prepared with the requirements of the College Board in view.

The school offers two types of diploma and presents two sets of graduation requirements.

The regular diploma is given to all students completing the regular course of study and meeting the graduation requirements of that course.

The certificate of completion is given to those students who have registered in the special course and have completed the requirements of that course.

In order to qualify for entrance to the University of California or Stanford University, a student must graduate in the regular course. Of his graduation units, fifteen must be of a grade of eighty-five per cent or above.

Belmont School maintains both an Upper School and a Lower School. The regular school curriculum begins with the work of the second primary grade and concludes with the work of the last year of high school. Boys who are not prepared for the second grade are sometimes admitted, and the high school course of study is such that an additional year may be taken if desirable.

To meet the university entrance requirements a line of demarcation is made between the eighth grade and the first year of high school.

The Lower School students receive instruction in handwork of various kinds, in general science, in modern language, in music, in nature study and in the various necessary branches. The program of the Lower School and that of the Upper School are being constantly widened and enriched in accordance with the best methods in modern education.

ADMISSION

The requirements for admission to the Lower School may be ordinarily met by a boy eight or nine years of age. The age at which a boy may enter the other classes depends upon his power of application and his willingness to take advantage of opportunities for study.

Application for admission should be made several weeks before the term at the opening of which the student wishes to enter. Parents are earnestly advised to have their son prepare to pass an examination for admission to full standing in one of the classes.

Every applicant not known to the Headmaster must present satisfactory evidence of good habits and good character. If he comes from another school he must present a record of his standing at that school.

Parents are requested to give the headmaster their complete confidence with regard to their son. Such knowledge, in advance, often makes it immediately possible for a boy to overcome any difficulties which he might have.

The healthful outdoor life at Belmont School is a natural assurance against illness. The thoroughly heated and well-ventilated buildings, with their large, airy windows, provide the best conditions for good health.

The school infirmary insure quiet and isolation and is supervised by a resident trained nurse. The school physician is always available. In emergency cases specialists from San Francisco are readily obtained.

The younger boys are under the constant supervision of a matron who devotes her entire time to their comfort and welfare. She sees that their rooms and persons are kept neat and in order; that they go to bed and get up at the proper time and in the right way.

The conduct and general behavior of the boys are left largely to the boys themselves, under the guidance of wise and sympathetic masters. Rules are reduced to a minimum. A self-governing committee, composed of the older boys in the school, and elected by the student body, assists the school in maintaining order and in creating a sense of responsibility among the student body.

SPACIOUS GROUNDS AND MODERN BUILDINGS

The spacious grounds surrounding the school provide every facility for athletics and outdoor sports—baseball, football, soccer, tennis and track. The rolling hills and open fields offer unlimited opportunities for likes.

The school buildings are attractive and homelike. Of fireproof construction, they provide for the safety as well as the comfort of the students. All the classrooms are light and airy, with wide windows through which pours the warm California sunshine. The students' rooms are plainly furnished, but the boys may bring rugs, writing desks and such other pieces of furniture as will give them an attractive and homelike atmosphere. Each dormitory is in charge of a master, assisted by his wife or a matron, who give the boys constant supervision.

The gymnasium, a fine modern structure, is thoroughly equipped with the best and latest apparatus. Parallel and horizontal bars, flying rings, trapezes, and corrective apparatus offer every opportunity for the systematic development of the body.

Few private or even municipal swimming

pools compare with the pool at Belmont. It is seventy-five feet long and thirty-two feet wide, lined with white glazed tiling and surrounded by a red tiled walk, so that it is accessible at every point. For the boy who enjoys swimming it is a haven of pleasure; for the boy who wants to learn to swim it is a source of safe instruction, under the supervision of the physical director. The pool is in charge of an attendant at all times and new boys are not allowed to use the pool until they have proved their ability to take care of themselves in the water.

Varsity athletic teams represent the school in interscholastic contests with other preparatory schools. Belmont has teams in baseball, football, track, basketball and tennis. The various teams are coached by members of the faculty who are well qualified for this work.

Intramural athletic contests are also part of the school program. Unless prevented by physical disability, or for some other equally good reason, all members of the Upper School

are required to take part in some form of organized athletics.

Boys may elect the sport in which they desire to participate, subject to the approval of the physical director. The classification of boys in regard to weight, height and general ability gives all the boys an equal opportunity and prevents their competing with those who are superior in physical prowess.

MILITARY DRILL AND PHYSICAL EXERCISE

To secure the best physical development, habits of order, neatness and prompt obedience, military drill is one of the regular requirements. No student is excused from it unless he presents a doctor's certificate that he is physically unfit to drill. The school is in no way under military discipline.

The military drill is supplemented by the West Point setting-up exercises and by such other work in the open air as may best contribute to erect carriage, square shoulders and an alert step. Such other exercises are given in connection with athletics as will aid in developing efficiency and good health.

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for

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Make reservations with us for your coming party. When smile meets a smile. It's returned here. Shady parking space.

ALEX WILLIAMS



University of Santa Clara at Santa Clara.



San Jose State College—the oldest normal school in California.

SANTA CRUZ



THE EARLY history of Santa Cruz County is very closely related to that of early California, for it was during the month of October, 1769, that the expedition headed by Governor Portola reached what is now known as Santa Cruz County. Inspired by the glowing description in the diary of Viscaino, who in 1602, sailing along the coast, found and named Monterey Bay, they traveled overland from San Diego, arriving at the San Lorenzo River. It was at this time that the name Santa Cruz was given to the locality.

In 1791 the Mission was established and work started in a primitive way, and the foundation of one of the most diversified counties was laid. Incidentally, the work of restoration of the Mission is now under way, and many relics of the early days which have been preserved, will have a place in this building.

Today, in traveling through Santa Cruz County, over the finest of paved highways,

past modern homes with the beautiful grounds, it is difficult to even imagine the hardships through which those early settlers passed.

Small in area, probably no county without the metropolitan area entertains a greater number of visitors during the year, for Santa Cruz County has long been recognized as the vacationists' paradise. The city of Santa Cruz, county seat, is situated on the north shore of beautiful Monterey Bay, 78 miles south of San Francisco, with the Santa Cruz Mountains forming a background. Within ten miles are found a number of delightful beaches, where surf bathing may be enjoyed throughout the year in perfect safety, due to lack of undertow. It is quite natural that all other forms of water sports should be popular. Hence fishing, yachting and boating each has its place.

Only twenty minutes drive from the Santa Cruz Beach, over the beautiful San Lorenzo River Drive, with its ever changing vistas, are

found those monarchs of the ages—the oldest living things on earth—the big trees. History shows that the redwoods were first discovered in Santa Cruz County. This group which was last year purchased and opened to the public are known as the "Santa Cruz County Big Trees." The largest tree in the group is 306 feet in height and 65 feet in circumference. It was during the winter of 1846 that General Fremont, in command of all troops west of the Rocky Mountains, camped in the hollow of the tree which bears his name. Other trees are the General Grant, Harrison, McKinley, Sherman, Junco and Cathedral Group.

California State Redwood Park, familiarly known as Big Basin, consisting of nearly ten thousand acres, is another of nature's beauty spots, located in the northern end of the county. When the timber in that vicinity was rapidly being cut, and this particular tract was about to be taken over, a group headed by the late Andrew P. Hill and Josephine Clifford McCrackin, were instrumental in having this wonderful park, containing a wide variety of trees and wild flowers, taken over by the state.

Many delightful resorts are now found in the most unexpected places, which a few years ago were almost inaccessible.

Beautiful drives along the coast, through the mountains and into the valleys, go far toward making a stay in the county one of pleasure.

During the time that the county has been developed as a vacationland, other places of growth have not been overlooked. For many years Santa Cruz County with fertile Pajaro Valley in the southern section, was the center of the largest apple industry of California. During the past few years the shipments of lettuce, cauliflower, fruits and vegetables of various kinds have amounted to around 30,000 carloads per year. Watsonville, a thriving city, is the center of this valley.

The growing of bulbs and flowers has become an important industry, as have the growing of poultry and artichokes.

In Santa Cruz, the residents enjoy work and play under ideal conditions, with one of the most equable climates in the United States, with a wealth of beautiful scenery.

The cultural life is stimulated by splendid schools, clubs, fraternal organizations and churches throughout the county.

Five splendid golf courses are available to resident or visitor. Airports have been improved.

Santa Cruz County has gone far in its development since the arrival of the Portola Expedition, but with the wealth of opportunity, it will continue to go forward in the coming years.

After you've lost money there's nothing so irritating as to hear of somebody who's made a lot.

Everybody seems to turn partisan after they've received the proper publicity for being non-partisan.

SAN MATEO COUNTY

THE FLOWER GARDEN OF CALIFORNIA



EN historic camp sites of the Portola Expedition of 1769, which discovered the San Francisco Bay while seeking the Bay of Monterey are in San Mateo County.

The Portola Expedition left San Diego July 14, 1769, and returned to that place about January 24, 1770, having undergone extreme hardship but without the loss of a human life. The make-up of the Expedition was: Comandante Don Gaspar de Portola, Padres Crespi and Gomez, Captain Rivera, Sergeant Ortega and 26 "leather-jacket" soldiers, Ensign Costanso, an engineer, from the Regular Army, some servants and mission Indians from Lower California, in all about 64 persons.

They travelled with a pack train in four divisions, having about 100 pack mules and a "caballada" and "mulada" (horses and mules) for relays. When they left Monterey Bay, without having recognized it, on October 6th and 7th seventeen men were on the sick list and eleven had to be carried on litters, or wooden frames raised to the backs of mules.

Long halts were necessary because of the serious condition of the sick but on October 17 they crossed and named the San Lorenzo River and on October 20 they were camping at what is now Waddell Creek, the Rancho del Oso or Ranch of the Bears. Here they entered what is now San Mateo County.

CAMP No. 1—October 23, near the mouth of Gazos Creek, named La Rancheria de la Casa Grande (Ranch of the Big House).

CAMP No. 2—October 24, guided by two Indians from Casa Grande they made camp at an Indian rancheria on San Gregorio Creek about half a league from its mouth, between San Gregorio Store and Beach. Tired and sick they rested over the 25th and 26th.

CAMP No. 3—October 27, they travelled to and camped on the south bank of Purisima Creek where Costanso named the Indian village on the north bank "Las Pulgas" because soldiers who occupied some abandoned huts were covered with fleas.

CAMP No. 4—October 28, they travelled across the "Plain of the wild geese" and camped close to the mouth of Pilarcitos Creek (Half Moon Bay today) where they noted Pillar Point. Portola himself was very ill and they rested here over Sunday, the 29th.

CAMP No. 5—October 30, they travelled to a stream about 1¼ miles north of Montara Light where their way was blocked by the Montara Mountain. This stream known today as Martini's Creek was named El Rincon de las Alnejas or "the corner of the mussels" which food was badly needed. Here Sergeant Ortega with a small party was sent to break a trail over the mountain barrier.

CAMP No. 6—October 31 they climbed the trail cut by Ortega and from the mountain top they sighted Point Reyes forty miles away to the north and also the Farallones to the west

northwest. Then they dropped down to a lagoon receiving what is today San Pedro Creek and camped near an Indian village. They remained here until the morning of November 4th. After mass on the morning of November 1, Portola sent Sergeant Ortega and a party of soldiers on a scouting trip not to exceed three days in time. This was the day Ortega saw the southeast arm of the San Francisco Bay, but could not report that fact until his return the night of November 3. On November 2, Father Crespi asked Portola to allow some of the soldiers to hunt deer which had been sighted and upon their return that night they reported having seen an immense arm of the sea.

They were still seeking Monterey Bay where they hoped to find a supply ship and on the night of November 3, Sergeant Ortega's party returned firing guns as a signal of good news because they believed the Indians had told them that only two days distant from their camp was "a port and a ship therein." They confirmed the report of the hunters as they too had seen a great estuary or arm of the sea. It was decided to explore around the south and southeastern shore of this great arm of the sea.

CAMP No. 7.—November 4, having feasted on mussels at San Pedro Cove and being in better spirits they prepared to move to the east and south. Upon reaching the crest of the range trending northwest and southeast, they descended and entered the Canada de San Andreas down which they travelled about one mile and halted at sunset at a lagoon the site of which is now covered by Lake San Andreas.

CAMP No. 8.—November 5, they moved south southeast, their trail covered today by the Crystal Springs Lakes and camped at a "laguna grande" now covered by the Upper Lake, about two miles south of the Dam over which the Skyline Boulevard passes. Their travel account records that the mountain on their right was beautiful with groves of oak, redwood and other trees and dotted with meadow lands.

CAMP No. 9.—November 6, they travelled to the now famous Palo Alto Tree where a nursery occupies the site between the Camino Real and the Southern Pacific railroad. Here the expedition rested while Ortega was dispatched to skirt the bay and find the "port and a ship therein." He returned on the night of November 10 with word that the ship had not been found and this way had been harried by hostile tribes, burned plains and another immense arm of the sea. Discouraged they decided to return the way they had come.

CAMP No. 10.—November 11, they travelled two leagues on the back trail and camped in what is now the south end of Canada de Raymundo near the present Woodside.

From this place they returned to San Diego to report their inability to find Monterey Bay (having failed to recognize it even on their

return trip) but later to gain the greater credit of having discovered the Bay of San Francisco.

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In San Mateo County are two historic camp sites of the Anzo Exploring Party which preceded the main caravan of what is known as Anza's Second Expedition, which had been halted at Monterey in the spring of 1776. Anza's First Expedition had had for its purpose the blazing of an overland trail from the Presidio of Tubac, in what is now Arizona, to Mission San Gabriel in California, a distance of more than seven hundred miles. This purpose successfully accomplished he returned to lead the Second Expedition which was a colonization caravan of soldiers, padres and thirty families. More than thirty women accompanied this Second Expedition and there were one hundred thirty-six boys and girls in the caravan. All told there were two hundred and forty persons and more than one thousand animals when the Second Expedition left Tubac on October 23, 1775, for a journey of more than a thousand miles to establish a Mission and a Presidio on San Francisco Bay. Over the desert and then the snow-covered Sierras they fought their way. Horses and cattle died from cold and exposure, women wept at the unaccustomed sight of snow white peaks, but the caravan kept on. By March 10 they had reached Monterey Bay where they were welcomed by the Presidio and the Mission San Carlos. Here the Second Anza Expedition was halted by orders from Rivera, the Commandante of Alta California, until as he said, the Presidio and Mission could be established at San Francisco.

On March 23, 1776, Lieutenant Colonel Juan Bautista de Anza left the Presidio of Monterey with an exploring party of twenty persons, including Padre Font, Lieutenant Moraga, ten soldiers and seven servants, to survey and establish sites for a Mission and a Presidio at San Francisco. Padre Font's diary and a map he made in 1777 clearly show their line of march and their camp sites are numbered on his map.

CAMP No. 94.—On March 16, 1776, the Anza Party passed the Palo Alto Tree and continued up the Peninsula until they had crossed the Arroyo de San Mateo and camped at a dry water-course about one short league beyond. Their line of travel as shown by Padre Font's map was the same as El Camino Real today and this camp site is about where Burlingame Avenue crosses El Camino Real, in the City of Burlingame.

CAMP No. 96.—On March 29, 1776, when returning from the tip of the Peninsula, Padre Font says they skirted the bayshore until they had crossed what is today the San Bruno mountain (from which the Palo Alto Tree was again seen) then crossing their previous line of march they entered the Canada de San

Andreas down which they proceeded as shown on his map, until the San Mateo Creek had been crossed, then turned left through the hills and then left again or to the north to camp on San Mateo Creek where they had crossed it on their trip up the Peninsula. Padre Font's diary and map show the camp site to have been where El Camino Real crosses the San Mateo Creek near Third Avenue in the City of San Mateo.

Anza, the founder of San Francisco, must be credited with having successfully conducted his colonization caravan over one of the most difficult and among the longest overland treks recorded in the history of this continent.

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In San Mateo County there is one Vancouver Camp, located at Belmont, and indicated on the map by a triangle marked V-C 1792, within a circle.

Capt. George Vancouver, commanding the English ship "Discovery" while in Pacific waters for a parley with Spanish officers on territorial claims, brought into San Francisco Bay in 1792, the first vessel other than Spanish. He was a guest—probably unwelcome—at the Presidio and Mission at San Francisco and at the Mission Santa Clara.

On November 20, 1792, Capt. Vancouver and seven of his officers with a sergeant and five soldiers of Spain from the Presidio, set out from the Mission Dolores to visit the Santa Clara Mission. "Having advanced about 22 miles," they stopped at noon for lunch by the side of a stream where there was an open spot nearly enclosed by hills on all sides and so beautiful that Vancouver says they left it reluctantly after a "most excellent meal," "with some grog we had brought from the ship (spirits and wine being scarce articles in this country)."

* * *

Night had already fallen when they arrived at Mission Santa Clara.

PILLAR POINT—Sighted in 1585 by Francisco de Gali—is the point of land at the northern extremity of Halfmoon Bay. DeGali had been directed on his return trip from the Philippine Islands to strike the California coast as far north as the weather would permit, sail down the coast and report his findings. Ban-

croft translates: "Then, being by the same course upon the coast of New Spain, under 37 degrees 30 minutes (our Pillar Point is at 37 degrees, 30 minutes) we passed by a very high and fair land with many trees, wholly without snow; there likewise we found a great store of seals; whereby it is to be presumed and certainly to be believed, that there are many rivers, bays and havens along by those coasts to the haven of Acapulco."

PUNTA DEL AÑO NUEVO.—New Years Point was sighted and named by Don Sebastian Vizcaino, probably because it was the first outstanding point sighted by his crew as they sailed from Monterey Bay on January 3, 1603, and was named for the season of the year. Here is located the New Years Point Lighthouse and a seal rookery with more than a thousand seals at some seasons.

THE HOSPICE—Built in 1778 as a halfway house between Mission Dolores and Mission Santa Clara. The site of this long low adobe and tile covered building is on the north bank of the San Mateo Creek where it crosses El Camino Real and opposite the Mills Hospital in the City of San Mateo. No vestige of it remains as the walls crumbled and fell during an earthquake in 1868. Tile from its roof are believed to be with other ancient tile on the railway station of the Southern Pacific at Burlingame.

WOODSIDE STORE—Built in 1854 by "Old Doc Tripp." It was the "community center" of the redwood lumbering operations of fifteen sawmills within a radius of five miles. Here in 1854 one thousand lumberjacks got their mail, food supplies and liquid refreshment. It will be found a mile and a half from the present day Woodside on the Kings Mountain road.

PLACE OF THE BRODERICK-TERRY DUEL, 1859—Here U. S. Senator David C. Broderick and Judge David S. Terry fought in the celebrated affair on the field of honor in California, resulting in the death of Senator Broderick. Their meeting was on September 13, 1859. It will be found "in the lower or westerly end of the first small ravine, which connects with the easterly shore of Lake Merced, just south of the county line between San Francisco and San Mateo." It is easily seen from the seventh tee of the San Francisco Golf Course.

SONOMA COUNTY

The Golfers Mecca

To the south of Petaluma on the Redwood Highway lies Marvelous Marin with its cozy bungalows and luxurious mansions hidden in profusion of greenery and blossoms. A visit to this district would not be complete without a trip to Mt. Tamalpais, guardian sentinel of Marvelous Marin and the Redwood Highway, towering 2700 feet in the air. The summit

can be reached by automobile over well paved roads.

Golf: Those who enjoy golfing can be very nicely accommodated at the several golf courses in this district. Just outside of the city we have the Petaluma Golf and Country Club, while in the Sonoma Valley the Sonoma Mission Inn Course is a very alluring attraction to those seeking recreation in this way.

FRESNO

The Hub of the San Joaquin Valley



RESNO is Spanish for white ash, and, like the many Spanish names remaining in California, is a legacy of the Mexican era.

The portion of the San Joaquin Valley in which Fresno County lies was known only to Indians and occasional trappers prior to 1835. Then, in pursuit of a band of marauding natives who had been raiding settlers' homes in the coast valleys, Lieut. Gabriel Moraga and a company of Mexican soldiers traversed the central plain, and incidentally named many of the places they came to.

Fresno County was formed in 1856 out of the then huge Mariposa territory. At the time, as a consequence of the '49 gold rush, a number of mining camps had sprung up near the upper reaches of the San Joaquin River. Coarse Gold Gulch was the most prominent of these settlements, others being Texas Flat, Grub Gulch, and Temperance Flat.

Other early settlements were Rootville—afterwards called Millerton for General Miller who commanded the military post nearby; Centerville, on the Upper Kings River, which soon became a thriving agricultural community when post-gold rush sanity returned; Firebaugh, so called because A. D. Firebaugh started a ferry there; Scottsburg, named for William Y. Scott, second sheriff of the county; and Kings River Ferry, later called Kingston.

Millerton, on the San Joaquin River, remained the county seat from 1856 until 1874, when the coming of the railroad finally killed it. The population almost to a soul moved to the new site they had voted on, now covered by the City of Fresno, but then merely a wilderness point on the new Central Pacific line. There was nothing around the townsite out of which to fashion homes, so the first Fresnoans brought their homes with them from Millerton.

The colony idea supplied the first real impetus to Fresno's development and laid the foundation of the country's future prosperity. This farming on a community plan, which became quite a craze, would not have been possible without the crude but still effective irrigation system pushed forward by men like M. J. Church. By means of canals the waters of the Kings River were transferred to the thirsty Fresno flats, and many new settlers were attracted to the district, most of them to be accommodated on the twenty-acre lots into which the various colonies were divided.

The chief industries of Eureka and surrounding country are lumbering, dairying, agriculture, horticulture, stock-raising, wool growing, poultry raising, commercial fishing and many manufacturing lines. Eureka ranks among the first ten cities of the United States in the production of lumber, dairy products and woolen goods.

KERN COUNTY

A Veritable Horn of Plenty Embedded in a Valley of Wealth.

IN THE southernmost strip of the famed San Joaquin Valley lies one of California's largest counties—Kern. Protected on the east, south and west by high mountain ranges, and copiously watered by the mighty Kern River and innumerable deep wells, Kern County is one of California's outstanding proofs of possible diversified development.

Within the county may be found living conditions ranging from the primitive huts of the Tejon and Piute Indians to the smart and ultra-modern of Bakersfield, the county seat, a thriving community in excess of 34,000 population.

Stock raising, every conceivable agricultural development, dairying, mining, petroleum production, manufacturing—Kern County's versatile record might be continued almost indefinitely.

Basking under the ardent valley sun, every imaginable crop is produced, developed since the romantic days of '61, when cattle was the chief and practically only industry known to this territory. Rapid development has come in the wake of the electrical engineer and the harnessing of the Kern River.

The magnificent Sierra Nevada's hem the eastern border of the county, with Owens Peak, a towering landmark, 8,475 feet above sea level. The Kern River heads at the foot of Mount Whitney, the highest point in the United States, and from the eternal Sierra snows this life-giving flood comes into Kern County.

To the south the Tehachapi Range forms the "saddle" between the Sierras and the Coast Range which marks the county's western boundary line. Tehachapi peaks vary in elevation from 6,000 to 8,000 above the level of the Pacific.

These three mountain ranges are rich in mineral deposits and many fortunes have been found in their rugged hearts. Chief among the mineral products of Kern County are gold, salt, silver, miscellaneous building stones, borax, cement, pottery clays, copper, gypsum, lime, onyx and pumice. Large deposits of tungsten were worked during the World War and are still active in production of this important mineral.

In the rich mountain valleys there are still ranches that were homesteaded in the days when Indians roamed the hills and plains, and adobe houses sixty or more years old are still occupied by descendants of the pioneers.

Many orchards are now in evidence in these valleys. The choicest of apples and pears are to be found in the Tehachapi Range, and increasing demand has brought added plantings.

To consider Kern County without thought of its oil and gas development is impossible. In 1896 and 1897 when the black gold was first found in the Kern River fields there followed the usual "boom"—the mad scramble to ride the wave of prosperity on its crest.

Fortune was piled atop of fortune—but as field after field was developed, this industry has assumed a truly powerful place. The famed Kettleman Hills, lately in the limelight, projects into the northwestern corner of Kern County. Oil produced in this county is of such fine quality as to warrant the United States Government setting aside for future development a large area of known oil bearing lands in the vicinity of the Elk Hills district.

Kern County oil production from 1910 to 1929 exceeded one billion barrels. Nineteen twenty-nine records showed that 5,574 wells were in operation, and hundreds of new wells have since been added.

The great supply of natural gas from these prolific fields is piped direct to the major centers of San Francisco and Los Angeles for general, statewide use, while the rancher, suburbanite and city dweller of Kern County has available an inexhaustible supply of economical heat and light. Over one hundred manufacturing plants in the county have taken advantage of this natural power supply.

In addition to the natural gas supply, there is cheap hydro-electric power produced in the mammoth generating plants of the Kern River. Excess quantities of this power is carried to the metropolitan area of Los Angeles.

An out-of-doors paradise for the sportsman and public is provided in the mountains. The streams are stocked annually with game trout. Game refuges have been established.

Highly medicinal cold and hot springs abound in the Sierras.

Profuse citrus plantings are found on the rolling foothills up to elevations of eight hundred and nine hundred feet. "Air drainage" in citrus planting is followed, and the famous San Emidio oranges are one of the most popular fruits available on the eastern market through the winter months. Thousands of boxes of Kern County citrus fruits are in the Eastern market well in advance of such shipments from other territories.

The exceptionally long growing season in Kern County permits very early shipment of apricots, peaches, figs, pears, plums, pomegranates and other deciduous fruits, thus securing relatively higher prices.

The high rolling mesa, at an elevation of approximately four hundred feet, is the most prolific section of Kern County. Interlaced with glistening irrigation canals and over four hundred miles of fine paved highways, prosperous ranches and farms spread contentedly under the warm rays of the sun and prosperous communities all present a fascinating panorama from the airplane view.

Other hundreds of acres are planted to alfalfa hay, and in 1919 this crop alone meant a return in excess of two million dollars to farmers. Corn, grain hay, barley, wheat and silage crops in 1929 showed a net value in excess of twenty-one million dollars. These crops are not only vital to the dairy business

of Southern California, where dairies must import food, but are one of the outstanding reasons why the production of butterfat in Kern County is both prolific and exceptionally economical.

Authentic figures showed a return in 1927 of almost one and a half million dollars for dairy products, while the average production per cow was 245 to 345 pounds of butterfat annually. With many newcomers in the dairying field there is a still increasing demand from Southern California, to which shipments are made by truck and rail.

With low-priced, rich agricultural lands available in Kern County, an unsatisfied local demand, an ever-growing demand from the metropolitan district of Los Angeles county, the place of Kern County in the economic field of Southern California is easy to visualize.

An outstanding agricultural development of the past few years has been the planting of the pure-bred Acala strain of cotton. The yield is exceptionally high (averaging over one bale to the acre) and better prices are paid for Kern County cotton by reason of its entire uniformity. No cotton pests have ever gained entrance to the field because of strict state and county quarantine. Cotton has become a major product, and keeps busy seventeen gins, one compress, and a cotton oil mill, all operating under the most efficient and modern methods. There is a long growing season, from March to September, and the picking season extends in good weather until about Christmas.

The earliest of the fancy table grapes shipped from the San Joaquin Valley are from Kern County, and command exceptionally high prices in Eastern markets. In 1929 table grapes brought in \$1,700,000, while other grapes returned in excess of \$1,400,000.

Fifteen thriving communities, centers of agricultural development, and five towns, relying solely upon the oil industry of Kern County, have sprung up and developed in a relatively short period of time within a radius of 40 miles from Bakersfield, the county seat. Attractive homes, churches, schools and other public buildings are to be found in each community.

At Bakersfield the stately courthouse is an outstanding example of the type of structures in the county. The beautiful home of the Kern County Chamber of Commerce is in modified Spanish style. Throughout the city, handsome churches, club houses, pretentious and modern schools, beautiful homes and most est bungalows attest the pleasure and happiness of the residents. Wide, well paved streets, tree shaded and cool, make Bakersfield one of the most charming cities of the entire valley.

The Kern County Airport, northeast of Bakersfield, is one of the world's finest county owned ports, bearing the official rating of AAA.

Modern Kern County extends the visitor the fine, true hospitality of the real West. Commercialism in any form has not taken away from the people of Kern the beautiful spirit of Western "joy of life."

A FEW INTERESTING FACTS ABOUT FRESNO

DO YOU KNOW:



FRESNO has a population of 85,000 in its metropolitan area.

Fresno County has a population of 180,000.

Fresno County ranks first in America in the value of production of figs and raisins.

Fresno County ranks second in America in the production of table grapes and peaches.

Fresno County ranks first in California in the production of horses and mules.

Fresno County ranks third in the state in cotton acreage and the production of beef cattle and sheep.

The San Joaquin Valley contains more than 17,000,000 acres of land, 17 per cent of the total area of California.

Cotton production in the San Joaquin Valley is three times as great per acre as the average in America.

Cotton in the San Joaquin Valley commands a premium for quality, uniform staple and greater strength.

Fresno has the largest raisin packing plant in the world.

Sixty miles from Fresno is Kettleman Hills, now considered one of the greatest oil and natural gas fields in the world.

Natural gas from Kettleman Hills offers great opportunities for industries dependent on cheap fuel.

Fresno has the largest sugar pine lumber mill in the world.

Farm acreage in the San Joaquin Valley is 7,500,000 or one-fourth of the farm area of California.

One-tenth of the peaches grown in America are produced in Fresno County.

The government ranks Fresno County as the second richest agricultural county in the nation.

Savings deposits in Fresno City are \$42,000,000.

Manufactured products in Fresno last year totaled \$75,000,000.

Fresno ranks fifth among California cities as an industrial center.

Fresno has 370 manufacturing establishments, employing 12,000 persons.

Fresno County has more irrigated land than any county in the nation.

Fresno County produces over one-fourth of all grapes grown in the nation.

Roeding Park in Fresno, with 157 acres, is famous for its varieties of trees, shrubs and flowers.

Kearney Park and Kearney Boulevard are noted beauty spots in Central California.

The State University Experimental Farm is located on the Kearney Estate.

The Fresno State College ranks as the fifth largest educational institution in California with an enrollment exceeding 2,000.

Last year 44,931 pupils were enrolled in the public schools of the county.

Fresno has 76 churches, some of them noted for their architectural beauty.

Fresno has miles of attractive districts with some palatial homes.

Fresno has three fine golf courses.

Fresno has six theatres, three of them new, magnificent structures.

Fresno with its warm and equable climate and low humidity is a healthful and delightful place in which to live.

Fresh fruits and vegetables are on the markets every day of the year.

Fresno County has 250 miles of paved highways, 2,500 miles of oiled roads and thousands of miles of good dirt roads.

Fresno has a splendid airport a mile and a half from the postoffice.

The airport has the most up-to-date lighting system for night flying.

Air mail planes and commercial passenger and express planes, arrive and leave day and night on regular schedules.

Scenic flights for passengers are arranged over the High Sierra.

Total assessed value of property in Fresno County is \$209,000,000.

The county tax rate is \$1.95.

Paralleling the San Joaquin Valley is the High Sierra, one of the great scenic areas of the world.

Within several hours auto ride from Fresno are Sequoia, General Grant, and Yosemite National Parks.

In Sequoia and General Grant National Parks, and the Mariposa Grove, are the Sequoia Gigantea and the Mammoth Redwoods.

These huge forest monsters are found no place else on earth than in California.

Sequoia Park has more than a million Sequoia Gigantea—12,000 more than ten feet in diameter.

The General Sherman tree, the champion of them all, is in Sequoia National Park.

The Yosemite with its sheer cliffs and beautiful waterfalls is America's most popular park.

Scenic grandeur unsurpassed in California will be easily accessible to the public.

Vistas of marvelous beauty, picturesque forests and mountains, trout filled streams and dashing waterfalls are part of these California playgrounds.

In 3,500 square miles of the High Sierra, there are 145 peaks of more than 11,000 feet elevation.

The Swiss Alps, in 13,000 square miles, have only 115 peaks of more than 11,000 feet elevation.

Ansel F. Hall, naturalist, says nothing in Europe compares to the grandeur of the High Sierra of Fresno County.

Fresno County produces more than 100 food products.

Fresno City is midway between San Francisco and Los Angeles.

The San Joaquin Valley has a population of 550,000.

There are 5,950 square miles in Fresno County.

Fresno County has three million eight hundred thousand acres.

The largest fig orchard in the world—12,000 acres—is in Fresno County.

Production of minerals in Fresno County averages \$8,000,000 yearly.

Fresno County produces more peaches than the entire state of Georgia.

Land in Fresno County will produce an average of 450 pounds of cotton per acre against an average of 157 pounds in the United States.

Great iron and oil deposits have not yet been developed.

Fresno County is the center of the great San Joaquin Valley.

Fresno is the gateway to the great Kings River Canyon.

Fishing and hunting abound in Fresno County.

Fresno City has an assessed valuation of over 50 million dollars.

Fresno City and County are noted for their fine schools and churches.

Fresno is the trade center of the entire San Joaquin Valley.

Fresno is the agricultural and scenic center of California.

Fresno is located on the Golden State Highway.

Fresno County gives a true picture of the real California if you travel the Golden State Highway.

Home life is ideal in all ways in Fresno City and County.

Fresno is a city of diversified agriculture.

Fresno County is the geographical center of California.

Fresno City is 236 miles north of Los Angeles—186 miles south of San Francisco.

The poultry industry flourishes in Fresno County.

Fresno City has 12 children's playgrounds. Fresno County has a million and a half acres under cultivation.

Fresno County is a large dairy products county.

Fresno County has a total income of more than 150 millions of dollars.

The famous Coalinga oil fields are located in Fresno County.

The world's newest and richest oil field—Kettleman Hills—is located partly in Fresno County.

DEVELOPMENT OF HUMBOLDT COUNTY, CALIFORNIA



HUMBOLDT COUNTY is one of the industrial and commercial centers of Northwestern California with a population of 43,189 people according to the 1930 census.

The chief industries engaged in are lumbering, dairying, agriculture, horticulture, wool growing, sheep, cattle and poultry raising. The lumbering industry employs in excess of 6,500 men, and has an annual payroll of six million dollars including the manufacturing of split redwood products. This industry pays a large percentage of the county's taxes. Humboldt's lumbering resources are not likely to be rapidly depleted owing to the reforestation program that is under way in the county. Humboldt County leads in reforestation in that more trees are planted each year than are cut.

Next in importance to the lumbering industry is the tourist business. The all-year, famous scenic Redwood Highway passes through the entire county with hundreds of thousands of tourists seeking recreational sport within the confines of Humboldt each year. There are over 800 miles of streams in this county also drawing thousands of tourists who are seeking the pleasures of fishing. The Redwood Highway starts at San Francisco, ending at Grant's Pass, Oregon, and is a completely-graded, graveled, and hard-surfaced highway in its entirety. It passes through over 100 miles of dense forests, 80 miles along the Eel River Canyon, and with 75 miles of coast scenes.

Next in importance is the dairying industry.

The annual average butterfat production per cow in the State of California is estimated at 150 pounds, while in Humboldt County it is much nearer 300 pounds. This production compared with the performance of some of the high producing herds, demonstrates the possibilities of an increased production with the present available acreage with more intensive dairying.

Agriculture and horticulture are flourishing industries of Humboldt County; the moist, cool climate and the diversity of fertile soils being a great aid to these industries. There has never been a crop failure in the county, nor are crops affected by pests of any kind.

Sheep and cattle raising form one of the county's most important industries; this industry does an annual business of about \$2,000,000. Humboldt's beef cattle are noted for their excellent quality and are accepted by packers as superior stock. There are approximately 50,000 head of beef cattle in the county.

There are over 100,000 sheep in Humboldt County, and the frequent rains and mild climate assure the best of green pasture to the sheep throughout the year. Healthy, well-fed sheep produce strong staple wool, which in Humboldt County is practically free from the sand and dirt usually found in grease wool. The annual clip from the 100,000 sheep in the county is approximately 1,500,000 pounds. Eureka is the center of woolen manufacturing in California; the Eureka Woolen Mills being the largest producer of woolen goods in the state. They have one of the best equipped

mills for fine goods on the Pacific Coast. The annual consumption of grease wool alone by these mills is 1,500,000 pounds. Eureka suitings are characterized in the trade for their fine texture and are made of pure fleece wool. The demand for Humboldt woolsens has increased so rapidly in the past few years that new additions are made each year to the mill to meet the actual demand on production.

Another industry which is gaining much headway in Humboldt County is that of poultry raising. It has been proved by experts that Humboldt's equable climate is ideal for poultry raising. The rains do not harm the industry in the least; in fact, they are beneficial by producing an abundance of green feed, without which no poultry can be healthy.

Another industry still in its infancy in this section is that of deep sea fishing right off the immediate coast. Humboldt Bay has an abundance of edible fish all the year 'round. Due to the development of the ice and cold storage business in Eureka, deep sea fishing is becoming a valuable asset to this section. One hundred and seventy-five commercial fishing boats operate out of Eureka.

Eureka is the judicial head of Humboldt County and is the metropolis of Northwestern California, having a population of 16,000 people and a strategic location on Humboldt Bay, on the Redwood Highway, and also the Northwestern Pacific Railroad. Eureka is 286 miles north of San Francisco and the most westerly city in the United States.

Humboldt Harbor, on which the United States Government has expended over seven million dollars, and is still continuing the work, is the only landlocked harbor of refuge of over 400 miles of rugged sea coast between San Francisco and the mouth of the Columbia River.

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The Fascination of San Francisco

By HERBERT O. WARREN, *Californians, Inc.*

SITTING on its hills like storied Rome, fascinating San Francisco has a lure that's hard to overlook. Born of the sea, it may be her salty tang that captivates the visitor . . . or perhaps it's the year-round superb climate . . . or the friendly people that make up this metropolis by the Golden Gate. Be what it may, San Francisco, busy with the future, still cherishes an old tradition that she is not likely to forsake—to live each day to the fullest, come what may.

Let's take a glimpse into this teeming city, verging on a million people; let's stroll about and watch her work—and play. It is only natural that one of the greatest land-locked harbors in the world would give rise to an important shipping activity. Find your way along the miles of waterfront and docks, and you'll see the vessels of all nations, loading or unloading. Industry, too, is seen in her huge factories and many towering stately downtown buildings.

Visit Fisherman's Wharf and watch the fleet of hundreds of small boats that supply the city with fresh seafood. Sample some yourself at the oyster bars along the sidewalks where fresh crabs steam before your eyes.

Venture afoot in Chinatown, the largest outside of China, and you'll be transplanted in another land. Here are fascinating little shops and brilliant Oriental bazaars, with wondrous wares of silk, ivory, porcelain and bronze. You'll find yourself bargaining for odd objects, strangely beautiful in their old China atmosphere.

Here is the old and the new in Chinatown—men in alpaca and women garbed in rich

silks and satins—modern Chinese youths dressed in the height of American fashion, and speaking English without a trace of accent. Vegetables you'll never know the name of . . . the goldsmith's minute skill . . . rows upon rows of bottled herbs in the apothecary shops, none of which have a sign or label to guide the druggist—these and more will make your Chinatown adventure one long-remembered.

The adventurous forefathers of San Francisco left a heritage in the famous restaurants and cafes. They are still here—from splendid dining rooms of world-registered hotels, to tiny foreign kitchens deep in some lantern-lighted street. Penetrate the Italian quarters

A four-mile Park, lying between two large residential districts, and reaching out to the waters of the Pacific, is worthy of a week's exploration—if you have the time. Golden Gate Park, one of the world's largest, contains acres of plants, lawns, shrubs and trees—and no sign that warns one to keep off the grass! Bears, deer and herds of buffalo; a tremendous zoo and aquarium; playgrounds; lakes; a museum and handstand . . . 1013 acres just for fun!

Sports? San Francisco will satisfy the most exacting. Here are four municipal golf courses—one of which overlooks the Golden Gate

with many passing vessels. From the seventeenth tee at the Lincoln Park, you'll be sorely tempted to emulate Mr. Bobby Jones and drive off for the distant Marin shore, a mile away. Then there is tennis—a whole ocean beach in which to swim, or the world's biggest outdoor, heated tank if you prefer a mere thons and foot waterway—baseball in the Golden Gate Park, and other recreations that will



San Francisco Civic Center

(Courtesy Californians, Inc.)

and you'll discover the art of Neapolitan chefs—and around the corner a cozy, quiet French cafe awaits. You have but to name your choice dishes—San Francisco's cosmopolitan taste is satisfied by the cooks of almost every nation.

On San Francisco's downtown street corners you'll find a sight seldom witnessed—sidewalk flower stands, a multi-colored year-round scene which is a toast to the Bay region's perfect climate.

keep you busy.

Yachting on San Francisco Bay and the inland waterways—to say nothing of the broad Pacific—has hundreds of devotees, and the trim white craft can be seen cutting the calm waters any day.

Many are the hours that you'll want to spend in San Francisco. You'll want to look out from the balustraded terrace atop Telegraph Hill, across the Bay and upon the city within the wall of next-near hills. You'll want

to ride or walk through St. Francis Wood, with its fountains and trees; through Forest Hill and Westwood and the other beautiful home areas beyond Twin Peaks; through Sea Cliff and the residential districts that ride the ridge above the Golden Gate. You'll want to visit Sutter Gardens, nestling among the cliffs above Seal Rocks . . . the little Coney Island on the beach . . . the Presidio and the Mission Dolores.

Art in the Public Library

A unique project of beautifying municipal buildings has been started in the main building of the San Francisco Public Library, Civic Center.

Sponsored by a group of public-minded citizens, the first half of a series of ten mural paintings have been installed in the great hall at the head of the main staircase. The artist, Gottardo Piazzoni, sometimes called "the dean of San Francisco painters," has taken as his theme, "an epic of California, on land and sea." The group, "The Sea" is that already hung, while "The Land" series will be completed within a year.

The spirit of the cool northern coast of California has been preserved in "The Sea," the soft brown, green and gray tones reminiscent of many parts of the coast-line, without being photographic of any definite location.

Two figures gaze peacefully at the far horizon, a ship blends into the panorama, but the mood of serenity and the vastness of the sea is undisturbed.

The treatment of the mural is modern in that there is an absence of detail, but the actual painting is that of the older schools, the sure experienced strokes of the master landscape artist.

Local art lovers are responsible for the project, the entire cost being subscribed to "The Association for the Piazzoni Murals for the San Francisco Public Library."

Overlooking the Golden Gate

Down the five mile strait, named the Golden Gate by General Fremont, Don Juan Manuel Ayala poked the bowsprit of the San Carlos in 1775, opening to civilization the largest landlocked harbor in the world. Along this gate, which averages two miles in width, are numerous points of interest.

Morning is the best time to view the Golden Gate. From Fort Mason we see the U. S. Government transport docks, the only docks of the kind owned by the United States. Skirting the Marina and yacht harbor, we pass over the site of the Panama Pacific Exposition, viewing the last beautiful remnant of that magnificent fair, the Palace of Fine Arts.

The Presidio (Spanish, meaning garrison) is the largest military reservation within corporate limits. It contains 1,542 acres and is one of the country's oldest military garrisons.

It was founded in 1776 by Juan Bautista de Anza, who brought his forces overland from Tubac, Arizona. Passing through its wooded and landscaped grounds, we see the Letterman General Hospital, National Cemetery, and the embattlements bristling with great coast defense guns.

Sunset from Laid's End is a sight long to be remembered. As the sun sinks into the horizon, forming varied and fantastic shapes, the Gate becomes truly one of gold. Sights such as these, coupled with views of the shining cities of Marin County, with stately Mt. Tamalpais in the background, making golfing a real joy on the Lincoln Park Municipal Links. Nowhere is found a more sightly course.

Chinatown

Almost on the very fringe of San Francisco's retail shopping district, you will see the pagoda gables of San Francisco's Chinatown overhanging the street and pointing the way to the largest Chinese colony outside of China. Here are imposing bazaars, packed with lacquers, brasses, embroideries, sandalwood boxes, tea sets, enrios. Restaurants on the upper floors serve tea, pickled ginger and Chinese or American meals. Hope not for the "opium den." It is not here.

During the holiday season and especially Chinese New Year, the streets take on a festive appearance. Of particular interest to the visitor are the joss houses; the telephone exchange, where calls are made by name, necessitating the memorizing by Chinese girl operators of more than 2,000 subscribers' names; the jewelers at work on the side streets; and the newspapers which are composed by hand from thousands of pieces of type, each representing a word sign.

Chinatown is best seen at night. The trip may be made alone or under direction of licensed guides or sightseeing companies. Visitors may wander about securely at will in what is still the most interesting foreign quarter in the United States.

Portsmouth Square. At the southeastern corner of Chinatown, between Kearny, Clay and Washington Streets is the historic Portsmouth Square. Here the American flag was raised on July 8, 1846, and here at the time of the gold fever the Vigilantes dealt out swift and summary justice.

In the park is a monument of Robert Louis Stevenson, probably the greatest of the many authors who have lived in San Francisco and celebrated it in story, verse or book of travel.

Ocean Beach and Seal Rocks

San Francisco's Ocean Beach is of never-failing delight to the visitor, many viewing an ocean for the first time there. There is a fascination in the great waves as they crash majestically on the rocks. From here, on Point Lobos, named by the Spanish for sea wolf or seal, are seen many of these same sea lions romping about the rocks.

Chutes at the Beach is San Francisco's only amusement park, located on the westerly edge of the city, where the land meets the Pacific Ocean. Miles and miles of automobiles can be seen parked on the great highway running parallel to the mighty sea—numerous places of amusement are open to the public every day of the year. On the hill above is located the flower-dotted estate of the late Adolf Sutro, Comstock millionaire and ex-San Francisco mayor, which is now open to the public as a park.



(Courtesy Californians Inc.)
Drake's Prayerbook Cross, in Golden Gate Park, which commemorates the first church services ever held in the English language on the Pacific Coast

At the entrance to Golden Gate Park are the world's largest windmills, which pump the water for Golden Gate Park, and the Gjoa, Amundsen's ship, the first to navigate the Northwest Passage. Down the Great Highway following the shore line is Fleishacker Playfield, with its play grounds, tennis courts and mothers' rest rooms. The Fleishacker Zoo, which is the largest exhibit of animals in captivity, is open to the public from 10 a. m. to 5 p. m. daily.

Golden Gate Park

Golden Gate Park is one of the finest expressions of landscape engineering to be found anywhere. This, the largest man-made park in the world, consisting of 1,013 acres, four miles in length, has been transformed since 1870, from a vast waste of sand dunes into a veritable fairyland of gem-like lakes, forests, streams and waterfalls, gardens and play grounds of every description. Here are found hills with a beautiful vista from their summits, 8 baseball diamonds, a dozen tennis courts, a bowling green, a complete children's play ground, a 30-acre stadium with a trotting

speedway 60 feet wide, a football and track stadium, bear, deer, one of the finest buffalo herds according to Col. Buffalo Bill Cody, kangaroo, elk, Alaskan moose, the largest windmill in the world, thousands of varieties of plant life, museums, numerous statues and monuments, the Prayerbook Cross commemorating the first religious service on the Pacific Coast in the English language, held by Sir Francis Drake's chaplain, June 24, 1579, at Drake's Bay, a few miles north of the Golden Gate. The Gjoa (Yoah, Capt. Raold Amundsen's boat, the first to sail through the Northwest Passage from Atlantic to Pacific in 1908, and numerous other attractions are also found in the Park.

To best appreciate the park one should walk through its flower-bedecked paths from the Haight and Stanyan entrance, visiting the conservatories with their rare exotic collection of tropical plants, water lilies and ferns.

On the hill above is the aviary filled with birds bright as flowers in their dazzling plumages, many of which ramble at will over the park.

PIONEER MARINA PHARMACY OWNS OWN BUILDING

The rent question does not bother Eugene J. Toschi, pioneer Marina druggist, since he owns the building that houses his Sierra Pharmacy at 2231 Chestnut Street. Mr. Toschi showed keen foresight when he chose the location for his store, when only a few scattered houses could be found in the Marina and every indication still pointed to Lombard Street as the coming business street of the new Marina District.

His Sierra Pharmacy is now located in the very heart of the modern shopping center on Chestnut Street. Business was good from the start, and Mr. Toschi met the demands put upon his Sierra Pharmacy in a decided and constructive manner. A post office was established for the convenience of Marina residents. Delivery service was built up to an unexcelled system. A circulating library was kept up-to-date and books rented at a nominal fee. The modern quick-lunch and soda fountain service quickly won a lot of enthusiastic patrons.

Mr. Eugene J. Toschi now manufactures his own ice cream that is superior to many factory products. The saving in cost is so great that Mr. Toschi can sell his ice cream at the lowest present day prices and still pass a lot of additional quality on to his customers.

Mr. Toschi is one of the charter members of the Marina Merchants Association, and is still active on the board of directors.

Once a month every man complains of his family's extravagances.

A man will forgive and forget almost any negligence around the house except letting the salt shaker get empty.

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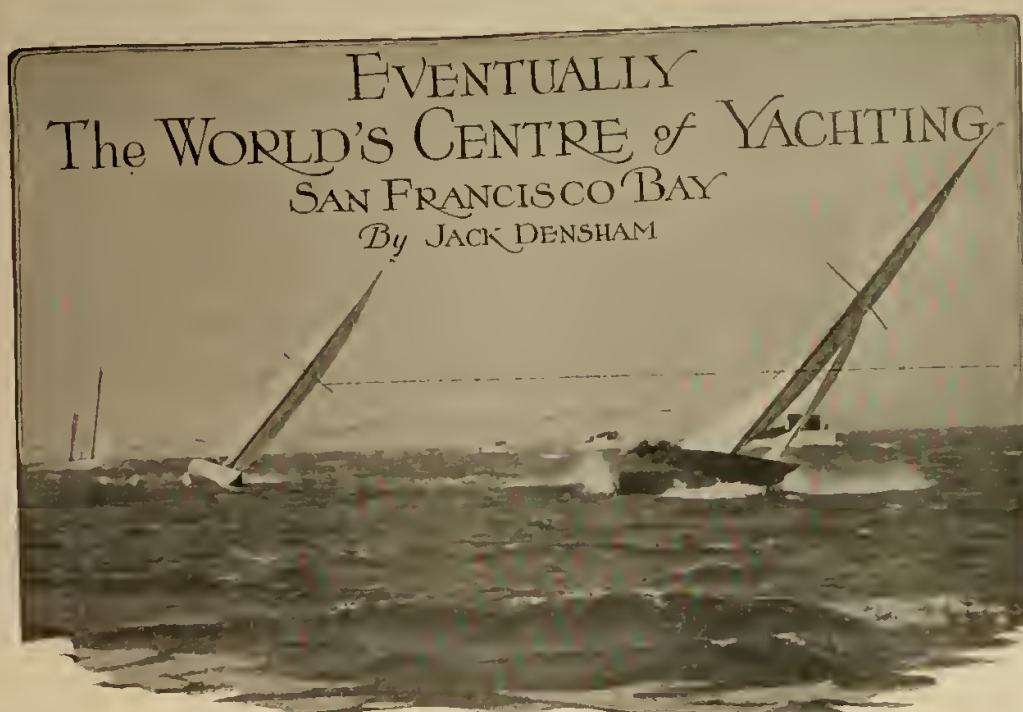
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VERY WISE man—I think it was King Solomon—once said that there were four things in the world too wonderful for him to understand. One of these was the way of a ship in the sea. The way of an eagle in the air and the way of a man with a maid were two of the others; but he put the ship first because he saw in her both the majesty of flight and the caprice of love.

Little, perhaps did the wise king dream that those who came after him would make sport of his wonderments in the centuries to come. But so they have, and we find the people of the world, loving, flying and sailing for fun, with the greater hazard for the better sport.

Yachting combines the sporting element with a complete detachment, hard work and a picturesque quality not found elsewhere in the wide outdoors. Sailors are born with a love of the sea and would sail for this alone, but to be a social success yachting must offer something as well for those vicarious sportsmen and women who get dressed for the occasion and look on.

The beauty of a ship under sail is legend and a thing of universal appeal. Sailing is one of the sports which looks nearly as much fun as it is and an activity in which the spectator to a large extent participates. This gallery is essential to the success of any sport. It brings the color, furnishes the conversation and completes the picture.

On San Francisco bay this gallery gathers along the green lawns of the Marina to cheer for a white-winged fleet which races, cruises or idles at will on an inland sea with 1500 miles of navigable waterways just over the bow.

There is no duplication of this region either

for sailor or spectator. Here one can look from his place at the breakfast table to his yacht mooring and yet be within ten minutes of his office. On his way to either, he can study the sea through the Golden Gate and read the storm signals on top of the Merchants' Exchange.

The yachtsman of San Francisco can hoist his sails more quickly than he can open his golf locker and he frequently does. With this novel contiguity sailing becomes not only a holiday or week-end business, but a regular recreation that one may take for an hour or extend into a fortnight of cruising. Yet a boat at the front door is of no use unless there are places to go and a wind to take you there. These complete a yachtsman's paradise.

One sails from the snug yacht harbor on a twenty-mile channel breeze which blows consistently from the northwest throughout the summer. In thirty minutes he can be in Sausalito, a village rising on steep-sided hills, more picturesque than Sorrento in Italy. Mt. Tamalpais towers majestically behind it, the waters of the bay stretch deeply to the south, while to the east in the warm shelter of Richardson Bay one may anchor to explore a shore lined with arks, busy boatyards and derelicts hauled up by salt water tramps for habitation. Across

this magic cove is Belvedere Island, with rich foliage and residences atop and a sandy beach with driftwood at the water's edge for the small boat sailor who wants to broil his steak ashore.

It is twenty minutes around the point of Belvedere to Tiburon, where two yacht clubs fill the sheltered cove with craft of every kind. There is anchorage here with an atmosphere of rest, leisure and pleasant isolation. Striped bass run through Raccoon Straits and, with a trolling plug astern, one may pick up a fish for supper in the twenty-five minutes to Paradise Cove.

Here you can slip into a deep water anchorage not fifty feet from shore behind the lee of the wooded hills. The grim gray bulk of San Quentin prison stands out sharply on the point a few miles above. Two old steam schooners huddle together at a dock below, while across the bay the Richmond hills, studded with white oil reservoirs, look down at the tankers anchored at their feet.

From this point on, there is a lifetime of interest. Through straits and narrows, around points and islands, one may sail to the very door of a country club at San Rafael, pass the night in the shelter of the great navy yard at Vallejo, or go on for ninety miles and more

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to Sacramento or Stockton through river channels as wonderful as any Livingston saw in Africa. Trees overhang the water, wildfowl and fish are plentiful, and if you walk over the river bank a few hundred yards you can get a bucket full of ripe peaches for carrying them away.

Running from these great channels of the Sacramento and San Joaquin rivers are miles of sloughs which connect these ocean arteries with each other and with adjacent rivers, to form a water maze it would take a whole summer to explore. There are islands and warm sunny beaches of white sand on which to land. At the occasional drawbridges one can leave an order for ice or groceries which a nearby village merchant will deliver in a few hours.

But there are still other places. Away southward stretch miles of sailing ground. Through the battle fleet of the Pacific, past long quays, around Hunter's Point where lie the Lexington drydocks, and on, there are yacht clubs with anchorage and a welcome every eight to ten miles all the way to San Jose, nearly fifty miles below.

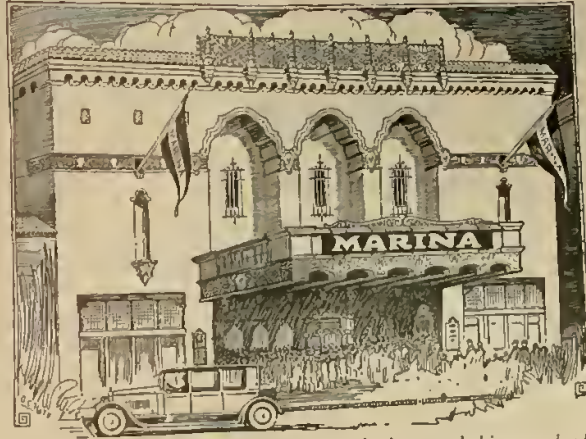
Across the bay from San Francisco the Oakland estuary winds inland to end in an expansion of arresting beauty at Lake Merritt. Along the estuary shores are hundreds of relics of the days of sail. There are fine, full-rigged ships, still sound; tall-masted barkentines for ghosting on the southern seas; the Alaska packers, as able a sailing fleet as ever put from shore; and a host of others moored together, their spars and rigging etching a romantic picture against the blue of the sky.

Occasionally one of these old ships is taken to Los Angeles Harbor or to Catalina Island to make one of Hollywood's whaling pictures and she lives again in proud splendor as her sails are set to the westerly and her broad bows rise slowly to the easy swell of the Pacific. After a hectic movie career two of them have found refuge in lovely Catalina Harbor, where they lie slowly falling prey to worms and dry rot and the divers ravages of time. One who sees them thus cannot help but feel that it is a sad end for such stately craft. What stories they could tell of days gone by!

Others go north on the more serious business of fishing, where wind and sea bring back again the life they once knew so well. Some of the prouder ships, whose owners in the days of sail supremacy spent great sums of gold for teak and mahogany fittings, are anchored in the public grounds as summer homes for those who love the sea.

These are the heritage of the sailor in San Francisco. Now what of the competitive side of yachting? There are classes, closed and open, classes of four and classes of twenty. You can race a boat costing a thousand dollars or compete with those where cost is not reckoned. You can race on the weekend or in the middle thereof and find competition for an hour or a fortnight.

If your stomach is weaker than your spirit,



The merchants and property owners look towards him as a leader and as such he has proven himself for the benefit of all who dared to follow his lead.

One of the most active and progressive men in the Marina is Mr. Edw. P. Barron, owner of the Marina Theater. Mr. Barron has been a leader in civic affairs all his life and by his action has furnished proof that he not only preaches progress but leads the procession of progressive businessmen. He erected the beautiful Marina Theater building when the district was in its infancy, demonstrating thereby his implicit faith in the astounding development of the district.

you can confine racing to the bay. If you drive your ship and like green water over the bow, you can race around the Farallone Islands and if the sea is in your blood and adventure in your heart you can race to Hawaii or Tahiti.

This last race is the deep water classic of the world, covering 2300 miles in about seventeen days. If the wind is fair, the finish puts you in Tahiti for Bastille Day. No torn telephone books or ticker tape will flutter down upon your weather bow when you get there, but you will see a natural celebration you will never forget and Commodore Garland will greet you in a suit of tan and a beach cloth, to show how things are done in the South Seas. Or if you run to Honolulu, you will squat at a luau and learn the meaning of the word okelehu, even if you do not drink it, and go surf-riding off the Moana at Waikiki.

From the highways and parks about San Francisco Bay you can watch its races. From the finish line you cheer on the leaders as the boats tack within hailing distance across a strong tide and a stiff breeze. Or sitting high on the hills or the ocean heads, you see the currents and shifts of wind deploy to turn victory to defeat. The winner is not always the same—the elements see to that. But he wins gaily, loses well and waits on life with a smile as the tide turns against the wind, the whitecaps spring up and the sails and the sun go down.

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Commercial Development of the Marina District

Marina Merchants Association a Great Factor for Progress and Prosperity

THE first time the many advantages of the Marina District were brought forcibly to the attention of all of San Francisco, was in 1915, the year of the Panama-Pacific Exposition. All San Franciscans carry with them the memories of the beautiful buildings, lighting effects, Tower of Jewels, Fine Arts Palace and of the extremely interesting exhibits sent here from all parts of the world.

Strange to say that after the close of the Exposition, the Marina District lay dormant until 1924, without development of any kind or character. No street work had been done, nor had any buildings of any kind been erected.

In this year, however, two local real estate firms, that of George E. Belvel and Rothschild Bros., realizing and appreciating the desirability of the Marina as a residential area, sent a representative to New York to personally contact Mrs. Virginia Vanderbilt, who owned about half of the area. Mrs. Vanderbilt inherited this land from her father, Senator Fair. Mr. Belvel, the representative above mentioned, found Mrs. Vanderbilt a woman of rare charm and beauty.

Senator Fair, during his lifetime, had always conceived the Marina as an industrial section because of its water frontage.

After many months of difficult negotiations, the sale was consummated with Mrs. Vanderbilt's attorney for her holdings to the Marina Corporation. This corporation was composed principally of a group of local builders and developers. This corporation immediately proceeded to pave streets, lay sewers, sidewalks, water and gas mains and do the many other things that are connected with the launching of a subdivision. These street improvements represented an investment in excess of \$350,000.

The streets of the Marina District lying between Fillmore and Scott, north of Chestnut, presented a very difficult problem to the developers who desired to improve the present street layout. In order to accomplish this, however, it was necessary to receive the cooperation of other land holders. Unfortunately these folks could not be prevailed upon to realign the streets and therefore the developers were compelled to proceed with the streets as they then existed.

While this work was going forward a comprehensive advertising campaign was started and resulted in the sale of the Vanderbilt holdings, consisting of about twenty blocks, being completely sold out in less than two years. It was originally anticipated that to sell this amount of property would take at least three years and probably four or five. However, buyers were quick to appreciate the advantages of good climate, living close in, and excellent values.

It is interesting to recall that the first sale made by this corporation was to Meyer Bros.,

the builders, who purchased the two blocks extending from Pierce to Scott and from Chestnut to Alhambra. They likewise immediately started building homes and flats, which were promptly sold upon completion.

Within six or seven years after this development was placed upon the market, out of forty blocks comprising the Marina District, ap-

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proximately seventy-five per cent of the total area had been improved with flats, homes and apartments.

This unusual and tremendous building activity was principally due to the fact that the Marina has many natural advantages. There is the wonderful Presidio with its hundreds of acres lying to the west, the bay with its Yacht Harbor and bathing beach to the north, Fort Mason and Lobos Square Park lying to the east, and the interesting and unusual view of the hills lying to the south, capped with their interesting skyline.

This tremendous building development has actually added many, many thousands of dollars to San Francisco's assessment roll, with a corresponding increase in tax receipts.

The Marina has been an outstanding subdivision of San Francisco due to the excellent type of buildings erected and to the comprehensive advertising campaigns that were used, and likewise to the foresight of the developers in setting up proper restrictions, establishing set-backs, minimum costs of improvements and racial restrictions.

The Marina District proper is rapidly becoming a show place of San Francisco, due to the fact that it is entirely surrounded by public improvements of a costly and progressive nature.

Lying on its western border is the rebuilt Palace of Fine Arts. The Palace of Fine Arts remains as a memory of that marvelous and never-to-be-forgotten exposition held here in 1915. The Palace remained for some years in a rather dilapidated condition but finally was taken over by the City of San Francisco due to the aid of many public-spirited citizens and the cooperation of the United States Government, which deeded the land on which it rests to the city. The result has been a renewing of the old splendor of the Palace of Fine Arts and today it stands refreshed and renewed among beautiful grounds and landscaping as an everlasting artistic monument revered not only by San Francisco's citizenry but admired by all who visit us. Likewise the interior of this vast building has been put to a worthy use. The San Francisco Park Commission has transformed the interior into a huge playground for tennis enthusiasts by the construction of ten modern tennis courts which are excellently lighted for play in the evening as well as during the day, this improvement has afforded an opportunity for the young and old alike to participate in a healthy form of recreation, and appreciation is hereby extended to the Park Commission for its farsighted and successful development of this project.

Bounding the Marina on the north and along the bay, once again our city fathers have succeeded in developing a great center of city-wide interest and activity—huge sums have been expended for the development of a Yacht Harbor extending many blocks in length. Modern facilities have been made available, with the result that this harbor now berths thousands of boats ranging from very modest craft to yachts of palatial character. This is a facility not unsurpassed the world over and is

in addition profitable to the City of San Francisco in revenue.

Adjoining this Yacht Harbor, the city has provided a sheltered bathing beach of considerable size where daily you will see residents as well as visitors enjoying the Marina sunshine and advantages of a well-kept sandy beach. In addition are large grass areas for the children and convenient rest rooms for all.

Lying to the east of the Marina District we find an area composed of many square blocks given over by the city as a complete recreational center. Here we find well known Funston House, which has a complete gymnasium where all community contests are held, such as basketball, etc. The grounds surrounding the Funston House are large and can accommodate three separate baseball diamonds. In one section a playground is devoted to the smaller children, having playhouses, sand pits,

swings and many other recreational attractions that all kiddies enjoy so much. Also within this park are numerous tennis courts, horseshoe pitching grounds, golf driving nets, putting greens and bowling grounds.

All the above mentioned developments, lying to the north of Chestnut Street has added a population of approximately 25,000 people. This large increase together with the population adjacent to Chestnut Street in all other directions required a complete modern shopping area to properly accommodate so vast a development which in reality amounted to a small city within itself.

This need for a shopping area has been answered by the zoning of both sides of Chestnut Street from Fillmore to Scott Streets. This area, besides being on the main car line serving this district, is happily situated in the center of the development and admirably

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serves all the surrounding population conveniently. The wisdom of this zoning by the city authorities has been amply demonstrated by the tremendous growth of Chestnut Street as a business artery, whereas at the outset of the New Marina development Chestnut Street in the area above mentioned consisted of vacant lots, today it houses a complete business development.

Here you will find stores, markets and shops of every household requirement, housed in buildings of the most modern architectural beauty, featuring the latest in daylight store buildings. This complete shopping center, together with the beautiful and comfortable Marina Theater which is likewise situated in the heart of the Chestnut Street business area, has made for a community appeal which is rapidly resulting in a great civic spirit to the benefit of not only this little city of the Marina but to the city of San Francisco as a whole.

The Marina Merchants compliment themselves on the fact that today it is not necessary for anybody living in the district to go to the city proper for anything that they might need, as the district has ten large modern markets unexcelled any place throughout the city. It also has eight modern equipped drug stores, also four complete exclusive ladies' ready-to-wear shops, where the latest styles are shown to the market. Many fine equipped beauty parlors, an exclusive men's, ladies' and children's shoe store, and an exclusive high-grade men's and boys' furnishing store. Two fine hardware stores, Woolworth 5- and 10-cent store. The marina prides itself on its eating places, having eight large up-to-date restaurants and cafes, in addition to the completeness of the public service, the district has several other fine stores for convenience to people living in the district, comprised of barber shops, cleaning establishments, stationery stores, creameries, delicatessens, etc.

The health of the district is amply cared for by several excellent dentists and doctors, some of whom specialize in attention to children. Due to the climatic advantages of the Marina, it is not lacking in playgrounds and parks, by which the district is completely surrounded.

The district has a very progressive Merchants' Association, composed of 100 merchants in the district, who are continually figuring out means of helping the shoppers in the district, and making general improvements in the district. The president of the Association is Mr. Dave Moser, who has been in the district since it started a number of years ago. Mr. Bud Weiser is secretary of the Association. The members are at all times ready to give up their time to help out this fast growing little district which has the eyes of the city of San Francisco looking on and admiring the pep and enthusiasm shown in this section of the city, which is directly responsible for its rapid growth and development.

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THE SOCIETY OF CALIFORNIA PIONEERS

By H. P. VAN SICKLEN

SINCE history so commonly repeats itself, and as the wag adds, "historians repeat each other," I'm not going to oblige the editors of *The California Journal* by writing a history of The Society of California Pioneers myself. Not when I can so easily quote from the *San Francisco Chronicle* of Sept. 9, 1884. It's a pity, rather, that space forbids reprinting their historian's long and interesting article. However, little bits of it, culled from here and there, will serve almost as well.

Said he, and he did not sign his name, "The fact is well authenticated that The Society of Pioneers was organized in August 1850, but of the early struggles of the association, and the trials and tribulations of the charter members, little is known save as handed down by tradition, as the records of the Society, with the exception of a single book containing the Constitution and the signatures of a few members thereto, were destroyed in the great fire of May 1851, which laid waste almost the entire city.

"These early pioneers were brave men and the surroundings were no easy task. In fact it is true, and reorganization of the Society amid necessary for one of the many difficulties which beset this handful of earnest, fearless men, who persuaded the better class of Pioneers that an association would prove of immediate benefit, and of honor and service to the city, and to California at large in the near and far future. "In the years 1849-51, San Francisco was an anomalous city. Its like had never been seen before and never, in all probability, will be seen again. Thrice within a year the city had been struck by most destructive fires entailing a loss of over ten million dollars, and the prevailing opinion was that these fires had been the work of incendiaries. The population was suddenly large, shifting, made of the good and the bad from every State in the Union, and from Europe, Australia, Mexico, and South America, mostly men whose ambition was to make money and make it quickly. Few had any intention of becoming permanent citi-

zens, but only the Pioneer, in the true sense of the word, had come to stay. The rest proposed to strike their tents as soon as a good stake was obtained and return to the States. An eager, restless, nervous, hiving, selling, laughing, struggling population, thinking well of themselves, and somewhat despising the rest of mankind; digging gold, much of it to be squandered; and building towns, most of them to be burned by fire or flooded by water, yet steadily advancing in wealth and prosperity until the day when it was announced that the State had been admitted into the Union.

"To the blue sky went the triumphant acclaim of this many-sided people and thousands

were requested to join the procession in respect to the memory of President Taylor.

"That demonstration was by far the grandest in the history of the city, and it was the first public appearance of the Pioneers of California as a distinctive organization. Very soon a Constitution was drawn up and adopted, and so was born The Society of California Pioneers whose purpose it was to cultivate social intercourse among its members, to create a fund for purposes in their behalf, to collect and preserve information connected with the early settlement and subsequent conquest of the country, and to perpetuate the memory of those whose sagacity and enterprise had induced them to settle in the wilderness and become a new State."

With the passing of the '49ers themselves, the charitable funds were diverted for the maintenance of the famous old museum that is so well remembered. It was an intriguing

museum filled with relics of every kind. Here was the Sutter Gun, given by the the Russians occupying Fort Ross and by them to Captain Sutter. Here was the Monumental Bell, the first fire alarm bell erected in San Francisco and used by the Vigilance Committee of 1856. Here were the flags of the First Regiment of the New York Volunteers, unfurled at the Presidio in San Francisco in 1847 and the Bear Flag, and the



Part of the Library and Museum of The Society of California Pioneers.

of grateful hearts were bowed in pious thankfulness that California was now one of "the States," no longer a foreign land.

"On the 23rd day of August 1850, when the steamship California arrived bringing news of the death of President Zachary Taylor, Mayor John W. Geary called a meeting of the citizens to arrange for a public demonstration in the President's memory. Up to this date, the Argonauts as a rule associated in distinctive groups according to the States from which they had emigrated. Meetings of these groups were promptly called, and among other assemblages was an incidental consultation of a few 'old residents' at the Delmonico Saloon on Montgomery Street. Only five persons were present, but the next day the *Courier*, a sprightly daily, carried the news that the 'old residents' of California had organized; that H. W. Halleck had been elected President; J. P. Leese, Vice-President; J. C. L. Wadsworth, Secretary, and Samuel Brannan, Marshal, and that the 'old resident'

Mexican Flag that was taken from the Custom House staff in Yerba Buena when the United States took possession in 1846. Newspapers, relics from all over the world, and maps, all housed in the building that James Lick had made possible for the Society—the same James Lick whose generosity had given California the Lick Observatory, the California Academy of Sciences and many other public benefits.

Then came the fire of 1906 and all that remained of the Pioneers' Museum, and the building that housed it, were the two steel vaults that stood one above the other on Pioneer Place at Fourth Street. Within these vaults, fortunately safe and sound, were the rarer manuscripts and printed material, the germ from which the new museum was to grow. For a new building was erected and the numbers gave of their own collections, and gradually the new library and museum has become one of the most important in California.

Now, in the spacious rooms of The Society of California Pioneers, which are maintained by and for the members, but which are always open to the public, may be seen hundreds of pictures showing the growth of San Francisco, rare lithographs of the early mining towns, curious old maps, the pictorially told story of the building of the overland railroads, and of the progress of shipping from the first whalers to the steamship days. There are many old manuscripts, letters and diaries of the gold rush days. Among these is General Sutter's "Diary", kept before the discovery of gold, the diary in which Sutter made no mention of that discovery, for well he knew what devastation it would bring to him. So he wrote of that event only this: "Marshall came today on important business." The Library contains more than five thousand volumes on California history alone, while there are many hundred more on the Panama-Pacific International Exposition.

Gradually it is becoming the depository for the records and relics that Californians value most—those that tell the story of their own California. There are many collections of great general interest, one of the most recently acquired being that which Mrs. Rachel J. Snyder is building in memory of her husband, Major Jacob R. Snyder, and her father, Captain Franklin Sears, two Pioneers who crossed the Plains to California in 1845. In the Snyder Collection are many very rare and valuable records and documents, and in a recent issue of the Society's *Quarterly*, Major Snyder's Diary was printed along with a number of these interesting Snyder letters.

Who uses the library? Students and writers and a great number of people, local residents and travelers, who are "just interested in California history." And hardly a one comes who doesn't say, "In our attic is such and such an old lithograph or picture, which should be here," or "I have my Grandfather's diary of his trip to California, and I would like to bring it here to be kept carefully and safely for all time."

So it is that the library of The Society of California Pioneers grows more and more interesting and more and more valuable to the citizens of California.

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Continued on Page 67

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UNITING THE SAN FRANCISCO BAY AREA BY TWO MAMMOTH BRIDGE PROJECTS

By R. B. KOEBER, *San Francisco Chamber of Commerce.*



HE San Francisco Bay Area comprising the San Francisco Peninsula, the East Bay and North Bay areas is essentially one economic unit comprising 1,653,229 people and containing a wide range of activity, living conditions, climate and diversified opportunity.

Nature performed a mighty handiwork in the San Francisco Bay Area in respect to the natural opportunity for an integrated development including cultural, industrial and commercial, but it left to man numerous unprecedented opportunities to test his vision, ingenuity and courage.

The littoral of the Bay encompasses a water area of 450 square miles. The surrounding terrain slopes gently upward from the Bay, breaking into rolling hills and mountains in the background thus providing ideal conditions for homes, workshops, educational institutions and recreational facilities.

The San Francisco Bay Area is also the hub of a vast immediate trade territory as large as the entire group of New England states, and one and one-half times the size of New York state. The resources of this area are widely diversified and represent over 55 per cent of California's total.

San Francisco, depicted as one of the few "skyline" cities of the nation, is a city of supreme and exotic beauty situated on the slopes of numerous rolling hills on the tip of a beautiful Peninsula encompassed in three directions by the lovely waters of San Francisco Bay, the Golden Gate and the Pacific Ocean.

This fascinating setting is to become the center of a great pendant with one chain leading eastward over San Francisco Bay and another northward high above the Golden Gate, thus tying together with San Francisco the shores and uplands of the attractive and industrious East Bay area in one direction and the gorgeous virgin slopes of Marin County and the Redwood Empire in the other.

Here, about to be unfolded, are two mammoth bridge projects, the San Francisco-Oakland Bay Bridge connecting San Francisco and Alameda County will require the greatest amount of funds that have ever been expended in any single structure, and with one of the foundations of this structure the deepest that has ever been attempted by man. The Golden Gate Bridge will require one of the longest single spans ever undertaken by man. The aggregate expenditures for these two bridge projects will amount to more than \$100,000,000.

San Francisco-Oakland Bay Bridge

The San Francisco-Oakland Bay Bridge has been brought to its present status as a result of instructions from the President of the United States and the Governor of the State of California to a commission designated as

the Hoover-Young San Francisco Bay Bridge Commission, which convened in Sacramento, California, on October 7, 1929.

The problem before this Commission was to endeavor to work out a solution of the State and interurban traffic needs between the counties of San Francisco and Alameda across San Francisco Bay, reconciling this with the needs of national defense and national interest of navigation. For many years discussion to provide adequate means of transportation other than ferry between San Francisco and Alameda County has been under way. A definite conclusion was impossible because of the lack of sufficient information as to foundation conditions as well as complete data as to the traffic situation.

The Hoover-Young Commission, with the cooperation of the Department of Public Works of the State of California, made an engineering, traffic and economic study which was done under the supervision of the State Highway Engineer and his engineering staff.

The final choice of the best location narrowed down to a route from Rincon Hill (in San Francisco) to Yerba Buena Island thence paralleling the present Key Route Mole in Oakland. This location was found to be practical from an engineering standpoint and economically feasible under a proper fiscal plan and adequately serving the needs of transbay travel.

The total length of the bridge from end to end of approaches is approximately seven and one-half miles. The total length of navigable water spanned is approximately 12,000 feet. The bridge runs from Rincon Hill in San Francisco over what is known as the West Channel of San Francisco Bay to Yerba Buena Island; thence, over the East Channel to a location just north of the Key Route mole.

The structure over the West Channel will be two simple suspension bridges, with a central anchorage approximately in the middle of the Channel. The spans of the center suspension will be 2400 feet each and the side spans 1200 feet each. Vertical clearance for the two central spans will be 214 feet above high water, with 180 feet vertical clearance at the shore lines. The structure east of the Island will be composed of one 1400 foot span, cantilever, with a long series of 500 and 300 foot spans from the Island to the shore. The structure will be double-decked with six lanes of automobile traffic on the upper deck and three track lanes for trucks and stages on the lower deck, with two interurban electric line tracks.

The foundations of this structure are the deepest that have ever been attempted, it being necessary to sink one pier at least 250 feet below water, with several others ranging from 100 to 180 feet.

The structure is being built under an income bond financing scheme and will be a toll bridge. No assessment will be made on taxable property for the construction of this bridge. It is estimated that traffic is sufficient to completely amortize the bonds in from 22 to 25 years, after which it will be a free bridge.

The present plans indicate that January 1, 1937 will see it completed, thus requiring approximately four years for completion.

As a point of interest, this bridge spans the widest expanse of navigable water it has ever been attempted to bridge, and involves the expenditure of the greatest amount of funds that have ever been expended in any single structure. The cost is estimated between \$75,000,000 and \$80,000,000.

As an indication of the expected traffic, the actual figures as reported by the Bridge Commission for 1929 and the estimate for 1940 are as follows:

Kinds of traffic	1929	1940
Vehicle traffic.....	4,490,513	10,824,000
Automobile passenger traffic	10,174,028	22,081,000
Passenger traffic	35,923,855	36,759,000
Total passenger traffic	46,097,883	58,840,000

The construction of the San Francisco-Oakland Bay Bridge will put 6000 men to work directly on the structure, and at least 2000 more men in the shops and mills. The bridge will require 170,000 tons of structural steel; 20,000 tons of reinforcing steel; 200,000 gallons of paint; 30,000,000 to 40,000,000 board feet of lumber; 1,000,000 barrels of cement, and 1,000,000 cubic yards of sand and gravel, besides other miscellaneous equipment and supplies.

The average time saved per trip over the bridge for vehicle traffic will be about twenty-five to thirty minutes and for passenger traffic between ten and fifteen minutes.

It has been computed that the public will save in time-value during the twenty years following the opening of the bridge in 1937 more than they will spend for tolls during that same period; assuming the time worth an average of fifty cents per hour.

Golden Gate Bridge

The decision to make the Golden Gate Bridge a toll bridge built by the State through the agency of the Bridge District necessitated the creation of the "Golden Gate Bridge and Highway District" under the Bridge Act of the State of California. This district as finally formed includes the counties of San Francisco, Marin, Sonoma, Del Norte and part of Mendocino.

The engineering, traffic, and economic studies have been completed under the direction of the Board of Directors of this District.

Plans call for a bridge whose total length from bridge head to bridge head is 6,400 feet but from portal to portal 8,943 feet. The estimated cost of the completion of this structure and its approaches amounts to \$32,815,000. The location of the course of the bridge

runs slightly northwest from Fort Point on the San Francisco shore to Line Point on the Marin County shore.

The total distance shore to shore, i. e. the width across the Golden Gate along the center line of the bridge, is 5,357 feet. The distance from the Marin shore to north pier is 52 feet and from the San Francisco shore to the south pier is 1,105 feet. The main span distance center to center of piers is 4,200 feet, the longest ever undertaken. The maximum depth of the water through the Golden Gate is 378 feet at the center of the channel.

The clearance height is 210 feet at the piers, increasing to 220 feet at the center measured from the mean higher high water and under maximum deflection. The elevation of the bridge floor at the piers is 242 feet 11 inches above mean higher high water.

The most prominent features of the Golden Gate bridge are the two great steel towers carrying the cables which support the structure. These towers will be 700 feet high measured from the tops of the pier, and 809 feet 7 inches from the bed of the bay on the San Francisco side.

There will be two cables for the bridge, resting on cast steel saddles at the tops of the towers and anchored on shore. Each cable will be 7,700 feet long and 36½ inches in diameter and will contain approximately 27,500 steel wires of 0.196 inch in diameter laid parallel to each other and strung from anchor to anchor in one continuous operation then wrapped with galvanized steel wire and

compacted by means of a special device for that purpose.

From center to center between the two cables is 90 feet. A 60-foot roadway for six lanes of traffic and two 10-foot walks are provided.

The capacity of the bridge with six lanes for traffic amounts to 259,200 automobiles for 24-hour day.

As an indication of the actual traffic for the year ending June 1929 and the estimated

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The magnitude of a billion dollar corporation is not so easily comprehended by the man in the street, for the simple reason that there are so few of them. However, vision yourself walking into one of them, and you will find that its legal department occupies the choicest suites, and the battery of attorneys represented at any trial in which the corporation may be a party is truly awe-inspiring, to say the least.

The city and county of San Francisco has long since passed the billion dollar stage, the grand total for the fiscal year of 1932-1933 being almost one and one-half billion dollars; and all of its legal affairs are under the direct supervision of its city attorney, who must of necessity initiate and pass upon every action taken by the city in the course of its civic growth.

City Attorney John J. O'Toole was first elected to that responsible position in 1925, and has continually succeeded himself since that time. During the transition from the mayoralty form of government and the adaptation of the new charter, there were tremendous demands made upon his time and legal knowledge; but so well did he steer the "Golden Ship" that there has never been a legal tangle for him or anyone else to untangle.

Mr. O'Toole comes from pioneer stock on both the maternal and paternal sides of his family. Grandfather Patrick Fenton was a '49er, who was born in the old Emerald Isle, and came here from South America. He engaged in the bakery business in San Francisco for a time, but later moved to Santa Clara Valley.

The elder William O'Toole missed being a '49er by only three years, coming here from Canada in 1852, where he was born. He first located at Gilroy, but in 1858 settled on a farm in the Santa Clara Valley. His wife (Mary Fenton) was a native daughter, having been born in San Francisco in 1850.

It was on the old family homestead near San Jose that the present City Attorney John J. O'Toole first saw the light of day—on September 28, 1872. He went from the San Jose public schools to Santa Clara College, from which institution he grad-

uated with honors in 1890. He pursued his law studies under the tutelage of James H. Campbell in San Jose, and in January, 1894, passed the state bar examination.

Coming to San Francisco he entered law partnership with Frank McGlynn, but later on we find young O'Toole going it alone. So



JOHN J. O'TOOLE

successful was he in his practice that his reputation soon became city-wide. His appointment as a member of the civil service commission followed in due course of time, and he continued to serve the commission until his election to the office of City Attorney in 1925.

Painstaking and progressive in thought and action, Mr. O'Toole is nationally known as one of the most capable of city attorneys. It was due to his initiative and unceasing efforts that the S. F.-Oakland bridge is now in the course of construction. He made many trips to our national capital in furtherance of that public enterprise, and it was not long before the State of California saw fit to take over the project.

On January 23, 1904, Mr. O'Toole was married to Miss Christine Regan, a native San Franciscan and daughter of James and Mary (Morrison) Regan, a direct descendant of the pioneers of 1849.

Mr. O'Toole is an active member of the Native Sons of the Golden West, and he was one of the organizers of the Knights of Columbus. He is also a member of the Elks Lodge and Olympic Club. In addition to public service, his other hobby is gardening, and when not actively engaged in the former he is sure to be found among his flowers.

Much has been said and written about Mr. M. M. O'Shaughnessy, City Engineer and builder of our Hetch Hetchy Water System.

Mr. O'Shaughnessy is a man as we seldom find them. He is one of those sturdy emigrants that have come from the old world and brought to this new world a fortune of knowledge, ability and energy that has done more for the marvelous development of this country than all the riches of the world in gold and silver could have accomplished.

Mr. O'Shaughnessy is a native of Ireland and never has he forgotten the land of his birth nor could he deny it. The resistless Irish wit would crop out at the most unexpected moment turning the often quite serious situation into a pleasant conference. He also can be rather vitriolic.

Holding a very important position in the public commonwealth and being of a determined character he was bound to meet with opposition to his plans and work. There are always those who can not see any further than their toe line. They will harass and embarrass a man able to vision the future and who is courageous enough to insist on doing things in a big way.

When the construction of the Hetch Hetchy Water System was under consideration Mr. O'Shaughnessy was sent for. He was offered the position as City Engineer at a nominal salary with the proviso that he would be at liberty to accept calls from neighboring communities to act in an advisory or consulting capacity. At that time Mr. O'Shaughnessy was engaged in Southern California to study the water supply for the fast growing City of San Diego which was being rapidly built up and improved by the Spreckels millions.

O'Shaughnessy accepted the call. He set to work at once. After an intensive study he submitted his findings to the city officials. Outstanding engineers, men of national reputation were called into conference. The plans as outlined by Mr. O'Shaughnessy were finally adopted. The plans provided for bringing the waters of the Sierras to San Francisco by tunneling the intervening mountains and coast ridges so it could flow into the

Spring Valley reservoirs by gravity, thereby saving expensive pumping plans and upkeep.

The first bonds for the building of Hetch Hetchy were voted by our people and the actual work on the system was started after the permit had been granted by the Department of the Interior to enter the government lands and dam the waters of the Sierras. The almost inaccessible site for the reservoirs selected and favored by the former Mayor James D. Phelan made it necessary to build a railroad to the dam site so the material could be transported up the mountains. Planing mills were erected and the required lumber was cut and prepared in the Camp Mather district to be transported to the Lake Eleanor and the O'Shaughnessy Dam Site. It was slow and tedious work, taking many years before any real progress became visible to the casual observer. The opposition started its cry about delays and unnecessary expenditures. They wanted the work rushed and completed in a few years time—no matter how. But O'Shaughnessy stuck to his plans and his job and now he sees it practically completed.

Lake Eleanor dam and the O'Shaughnessy dam with its modern power plant stand as an everlasting monument to its builder, Mr. M. M. O'Shaughnessy.

The tunnel work is rapidly nearing completion so that the waters of the Hetch Hetchy will be flowing in our water mains at the time specified by the engineer who planned and executed this marvelous undertaking. And this will be done with a saving of nearly \$750,000 over the figures submitted by private contractors a short time ago after the last bond issue of \$6,000,000 had been voted. Every possible effort was made to saving the finishing job of the tunnel work to some private contractor although O'Shaughnessy's (Department of Works) estimate was a half million dollars lower than the lowest private bidder. An intensive study of the figures was made by the Controller's office and the outcome was that the final touches of the elaborate Hetch Hetchy system will be finished under the guidance of the man who planned and practically executed it. Mr. M. M. O'Shaughnessy.

Picturesque PASADENA

THE CROWN OF THE VALLEY

By
WM. DUNKERLEY, Secretary and
Manager
Chamber of Commerce and Civic
Association of Pasadena

WHEN Don Caspar de Portola and his band of Spanish explorers passed north in 1770, through the region now known as Southern California, they camped for a night near an Indian village in the foothills, overlooking a fertile valley. In the morning they awoke to view a spectacle of mountains and flowering valleys that brought forth exclamations of amazement and delight. The poetic Spaniards, deeply impressed, christened the spot "La Gran Sabinalla de San Pasqual," or "Great Altar Cloth of Holy Easter." The spot was known as San Pasqual thereafter for more than a century.

One hundred and four years after the arrival of the Spaniards, Pasadena was founded, being chosen as the most beautiful spot in a land of sunshine and flowers.

For about a year the settlement was known as the Indiana Colony by those who settled it, but on April 22, 1875, the name "Pasadena" was formally adopted, a word derived from the Chippewa Indian dialect, meaning "Crown of the Valley." It was chosen, not only because it described the location of the village overlooking the valley, but also because it was "beautiful, musical and euphonious." Thousands of persons from all parts of the United States—from all sections of the globe, in fact—have found here an ideal place in which to live or to spend a vacation.

In 1880, Pasadena was the home of 391 persons; in 1890, it had 4882 residents; in 1900, the population was 9117; in 1910, it was 30,291; in 1920, it had increased to 45,354, and in 1930, 76,086.

Pasadena's attractiveness is based upon several factors. One is the climate. It is a climate that permits flowers to bloom and grass to be green the year around. Summer and winter, the days are delightful, the nights cool. Weather Bureau statistics for 47 years show that January has an average temperature of 55 degrees, July an average of 71, a variation of only 16 degrees between the coldest and warmest months. The average year has 12 days when the thermometer registers above 90, and 13 days when it drops below 40.

Winter in Pasadena is like spring in most parts of the country. It is the season when the rains come, when the grass is greenest and the flowers look their loveliest. Snow and ice are unknown, unless one cares to seek them in the mountains, an hour from Pasadena by electric car or motor. Although winter is the

so-called rainy season, the average year has only 11 days without sunshine at some time, only 15 days when more than a quarter of an inch of rain falls and 260 days during which the sun shines from morning until night. There is virtually no rain from June to September. Nine nights out of ten, you will sleep under a blanket.

Towering above the city on the north are the latty mountains, enthralling, mystifying, inspiring. Along the western boundary extending from the mountains to the southern limit of the city, is a great natural gorge, known as

eral wide highways and more than a hundred daily interurban trains providing rapid ingress and egress.

There are a score or more seaside resorts within less than two hours of Pasadena by interurban train or motor car. You may go fishing, swimming, yachting, motor boating or picnicking, or perhaps you would prefer the desolation and grandeur of the desert, which is within a few hours' ride. Many old Spanish missions are in close proximity, too.

There are seven golf courses in or adjacent to Pasadena and 35 others within the borders of Los Angeles County. Pasadena's municipal golf course of 18 holes, with nine additional nearing completion, has grass greens and fairways and ranks with the finest in the country. There are also tennis courts, polo field and bridle paths.

Pasadena is primarily a city of homes. Its reputation for beauty rests largely upon its residences, its perennial gardens and its broad, tree-lined thoroughfares. Architects, artisans and home owners have collaborated to create here homes that are both practical and artistic. How well they have succeeded may be best judged from the statements of globe-trotters that Pasadena compares in setting and environment with the seaboard areas of the Mediterranean and the hill towns of Italy, Spain and Southern France. In keeping with the standard set by the homes are the schools, churches, libraries, parks, public buildings and business houses.

Educational facilities in Pasadena are exceptionally fine. The public school system comprises elementary, junior and senior high schools and a junior college. All of these are housed in modern, architecturally beautiful structures.

The physical plant of the junior college is rated among the best on the Pacific Coast. There are seventeen buildings on the campus of forty acres.

Methods of instruction in the public schools, while strong in fundamentals, are responsive to every movement that marks a genuine advance in the field of education.

Apart from the public schools there are eighteen private, parochial and denominational schools in Pasadena. The private schools include both boarding and day schools for boys and girls of all ages. Many of them have won much more than local recognition.



CITY HALL, PASADENA

the Arroyo Seco, its sides dotted with tile-rooted villas and its bed utilized as a city park of over nine hundred acres. To the south and east is Southern California's great citrus domain. On the gently-sloping terrain of this picturesque site, amid a profusion of tropical and semi-tropical trees, Pasadena has been built. It is literally in the heart of what is generally regarded as the world's greatest all-year playground. Here one finds an array of scenery and diversity of attractions unequalled any place on the globe.

Eleven miles away is the downtown center of the largest city in Western America, the motion picture capital of the world, with sev-

CHINESE CONTRIBUTIONS TO CALIFORNIA

By SHA CHIH-PEI, Editor, CHUNG SAI YAT PO



EIGHTY YEARS ago my elders did not know the United States of America, as most Americans did not know China. Aside from geographic isolation by the Pacific Ocean, the Chinese by tradition, if not by nature, are not a migrating people.

In China, the people are not ruled by law but by a code of morals laid down by her sages, which was given vitality and binding force even beyond that of written laws. The filial piety—honor, obey, and love thy father and mother—to the Chinese is one of their highest moral laws.

The predominating institution of China is the family. The individual is not regarded, as he is in America, as the unit of society. But he is the indivisible part of his family, or of his enlarged family which was then known as the Chinese Empire.

For the continuity of the family, Confucius reminded his people that "When parents are alive, do not travel afar." On top of this according to the Chinese law and custom, for one to leave his country of his own free will is almost regarded as the act of expatriation, and the act of expatriation was regarded almost as treason.

Moreover, the Chinese by nature are a very contented people. They believe that the value of life is life itself. There is no other enjoyment higher than the enjoyment of moral experience and there is no other enjoyment better than the enjoyment of human relationship. Thus the Chinese, through respect to the old, and veneration of the continuity of the family are contented with their allotted lots. Therefore they do not trouble themselves to go abroad to seek material gain.

The news of the discovery of gold in the Sacramento Valley in January, 1848, reached Hong-Kong during that Spring. Although the enticement of the gold rush, the reports of the high wages paid to the laborers in California gradually spread among the Chinese populace about Canton, true to the Chinese tradition and habit, the Chinese were still reluctant to leave their native land.

But the Taiping rebellion started in Kwangtung Province in the summer of 1850. The terror of war and the accompanying famine paralyzed all industry and trade. The farming people in Southwestern China were therefore driven to the seacoast. Consequently the scarcity of labor in California and the facilities offered by the foreign vessels at Hong Kong finally drew the attention of the vagabonding multitude to the little-known world. By the end of 1851 there were already 25,000 Chinese in your great State.

In order to insure the protection of new immigrants your great Federal Government enacted the act of July 27, 1868, stating:

"Whereas, the right of expatriation is a

natural and inherent right of all people, indispensable to the enjoyment of the rights of life, liberty and the pursuit of happiness; and whereas, in the recognition of this principle this Government has freely received emigrants from all nations and invested them with the rights of citizenship; and whereas it is claimed that such American citizens, with their descendants, are subjects of foreign states, owing allegiance to the Governments thereof; and whereas it is necessary to the maintenance of public peace that this claim of foreign allegiance should be promptly and finally disavowed; therefore, any declaration, instruction, opinion, order, or decision of any officer of the United States which denies, restricts, impairs or questions the right of expatriation, is declared inconsistent with the fundamental principles of the Republic."

Notwithstanding the established law of China, my country entered into a new treaty with the United States of America on July 28, 1868, providing that:

"The United States of America and the Emperor of China cordially recognize the inherent and inalienable right of man to change his home and allegiance, and also the mutual advantage of the free migration and emigration of their citizens and subjects respectively, from the one country to the other, for the purpose of curiosity, of trade, or as permanent residents."

I came to California in the early summer of 1928 from the Atlantic Coast where I spent my first four years in America. The fact that a fast train can cross the American continent in such a short space of time of four days made me recall at once the remote position of California and her physical features of the pioneer days. The Pacific Ocean gives California no connecting strait with the Atlantic. The deep sea voyage which linked the extent of the two continents was the longest and most difficult journey which could be experienced. In those days, ready-made clothes and other provisions, and even houses shipped in frame, could be obtained in Hong Kong and Honolulu quicker than from the Eastern United States.

The extreme ease of the Iron Horse in ascending high mountain ranges and surmounting desert lands makes the present traveler forget the inviting and inhospitable physical features of California which were encountered by the early wayfarers. The overland route was even more hazardous and difficult than the deep sea. The great tract of land in the far mid-west was then settled by few and covered by scanty vegetation. The summit of the Rocky Mountains which is always arid and which was frequented by the Arctic wind in the winter gave the early adventurers a great deal of hardship. Over the Rocky Mountains, a great desert was in waiting. To top them

all, the snow caps of the Sierra Nevada Mountains, now so beautiful to view through the windows of a comfortable train, were almost impassable by the weary immigrants from the East.

In order to attract settlers; to develop the rich potentialities of California, a continental railway was the first urgent necessity, without which all other enterprises would remain only as possibilities of the future.

When traveling in California, I, for one, never fail to recognize the marvelous achievements of the Californians within such a short space of time. But a second thought comes, that every achievement I see in California testifies to the fact that the work of my predecessors has been largely instrumental in bringing about these results.

The great contribution of the Chinese to California was their honest and reliable labor which no other people could offer. And the kind of work they did, such as railway construction, reclamation of waste land, mining, and domestic service, was the type which no white people contemplated doing.

As to the construction of the Central Pacific Railway from San Francisco to Ogden, eighty per cent, or four-fifths of it, was done by the Chinese. White labor was tried first. Even such high wages as forty-five dollars a month and board could not keep them working. First of all, there was not enough white labor then in California. The railway company advertised extensively for help, but they could not get seven or eight hundred white laborers at one time. Among those who worked in the railway, some worked only a few days. Some did not work at all, and some imbibed too much liquor after pay-day. Secondly, because most of the white immigrants who overcame great geographical difficulties and reached the land of gold would rather prefer to do the easier work at better pay. So Chinese labor did not only fill the demand of the day but their reliability and steadiness and their aptitude and capacity for hard work were indispensable to the precocity of California.

The Chinese laborers received thirty-one dollars a month for their work, without board, a pay almost half as much as that offered to their white brothers. It, therefore, can be concluded that without the Chinese labor, the Transcontinental Railway could not be built so cheaply and quickly, and consequently all other possibilities and developments in California would have been long delayed.

From the time of the completion of that railway onward, numerous white persons could come to California on such easy steps to establish their permanent domicile and to displace the Chinese, or to engage in new lines of industry.

Of equal importance was it that the Chinese labor in the mines greatly increased the wealth of California. It must be remembered that mining of all kinds in California has been very hazardous. Still more important contributions were that the Chinese worked most

(Continued on page 67)

Chinese Contributions to California

(Continued from Page 66)

ly in the worn-out mines. When they found new diggings that were worth the white immigrants' attention they were driven away to find new ones.

Incidentally, all Chinese workers in the mines were later obliged to pay the so-called mining tax, and buy water at thirty cents per man a day. Many counties paid their entire expenses from these sources. Evidence exists that some county treasuries were virtually bankrupt after they tried to exclude the Chinese from the mines.

California, a vast territory almost as large as France, was partly covered by high tides and was grown up with weeds, being considered waste land. Thousands of Chinese were engaged to work under unhealthy and hard conditions. They opened up thousands of acres of land which would have lain waste otherwise. In railroad construction and land reclamation, according to the most conservative official report, one hundred thousand Chinese added two hundred and eighty million and seven hundred thousand dollars wealth to the State of California. And this added wealth was owned, held, and enjoyed by the white men.

In the days when few white immigrants would condescend to menial services, the Chinese supplied the needs of many homes as

cooks and laundrymen. Thus the Chinese services were indispensable to the decent living of many families, especially in the country where white women domestics would not go.

On their return, the Chinese brought back all kinds of American goods to China. No American firm could send better advertising agents than the returning Chinese.

Columbus discovered America by mistake. Yet through this mistake, peoples from Europe built a great new country in the American continent. The Chinese came to California by a coincidence. Because of this coincidence, the Chinese helped to make California the richest state of the American Commonwealth.

The real Californians love the Chinese. They always give credit where credit is due. They measure men by their good qualities rather than by the color of their skin. Thus through better understanding and mutual appreciation of the real good, I can visualize more clearly day after day, the everlasting friendship and coöperation of these two great peoples.

Visalia Stock Saddle Co.

Continued from Page 59

man loves his horse and saddle, the trimmings of which must be the best. The Visalia Stock Saddle Co. could always supply them. That is why the fame of the firm spread all over the state, north and south and far over its boundaries to the east of the Mississippi and into many foreign countries. Besides manufacturing a complete line of high-grade, custom-made saddles, bridles, bits, chaps, all kinds of silver work as well as silver-mounted saddles, they also carry a large stock of such well known goods as Stetson hats, Justin boots, Levy Strauss overalls, etc., at their spacious factory and salesrooms at 2117-2123 Market Street, San Francisco.

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GOD SENT CHRIST ON EARTH FOR MANKIND

"HE CAUSETH THE GRASS TO GROW FOR THE CATTLE, AND HERBS FOR THE SERVICE OF MAN THAT HE MAY BRING FORTH FOOD OUT OF THE EARTH."

Through the Wisdom of God, the Chinese for 5,000 Years Have Believed in the Efficacy of Herbs for Various Ailments.

The following people suffering from Arthritis, Tuberculosis, Stomach Ulcers, Diabetes, Heart Trouble, Malignant Growths, Prostate Gland, Paralysis, Kidney Trouble and Obesity have been benefited by taking the Fong Wan Herbs. Some of them have testified to the postal inspector from Washington, D. C., and others have cheerfully testified before the Federal Jury as to their gratitude in obtaining relief from their ailments by the use of the Fong Wan Herbs.

Residing in Oakland and Vicinity:

Mrs. C. E. Grapentin, Mrs. J. Mead, Mrs. O. E. Foster, Mr. Robt. Bishop, Mr. William De Mooy, Mrs. C. A. Brown, Mr. Chas. Cushman, Mrs. E. McKeever, Mr. John O'Brien, Mrs. L. Paxton, Mrs. F. Bailey, Mrs. N. Long, Mr. R. Lemieux, Mr. W. Lentz, Mr. H. Sommarstrom and Mr. R. Mitchell.

Mr. John Hocker and Mr. M. F. Cain of Hayward; Mr. J. Wortman and Mrs. E. Kennedy of Vallejo; Mr. A. Mandercheid of Milpitas; Miss L. Niles of Pacific Grove, and Mr. Harold Hodge, Berkeley.



FONG WAN

WISDOM RIDICULED AND CONDEMNED BY IGNORANCE

The Chinese Science of Therapeutics is based on the five principal formative elements of Nature. It takes a person of intelligence, who is educated in Chinese literature, to learn the use of each of the thousands of herbs and to master the methods of determining the cause of human ailments. In order to acquaint himself with the broad knowledge of healing handed down through the ages, he must delve into the volumes of the ancient authors. In order to learn how to properly compound herbs so that one will neither conflict nor counteract another, he must memorize thousands of formulas.

While yet in his teens and before he had any idea that he would ever devote his life to herbal studies, Fong Wan ridiculed the Chinese Herbalists. As at that time Fong Wan had absolutely no knowledge of the properties of herbs, he thought that the Herbalists were foolish to make believe that their herbs could help sick people. He made fun of them and frequently pulled their queues.

Later, however, he began to make a serious study of the herbs. For ten years he devoted himself to it, learning more and more and continually discovering that there was much more to be learned. He then realized with regret how ignor-

ant he had been and how foolish it was to criticize the wise.

Since the year 1915 he has relieved thousands of sufferers. He has enjoyed the privilege of restoring to health numbers of men and women whose cases had been given up as hopeless. Many times, however, he has been haled into court by the Special Agents of the Medicos; his company's mail has been restricted; his herbs have been condemned as being without curative qualities and worthless; his method of healing with herbs has been pronounced a fraudulent scheme by the authorities.

The Postal Inspector from Washington, D. C., charged that Chinese Herbs made no cures and that therefore the sale of herbs through the mail constituted fraud. Fong Wan was indicted and tried (his being a test case) in the Federal Court, S. F., March 4, 1932. The Postal Inspector was the star witness, Oakland and San Francisco physicians being assistant witnesses.

Under cross-examination they admitted the Fong Wan Herbs had cured Neuritis, Swollen Glands, etc., and also that many medicines are extracted from Chinese Herbs. Their testimony was so contradictory that they practically blackened their own eyes.

The case cost the U. S. Government approximately \$20,000. The object was to put the Chinese Herbalists out of business, but instead, the trial served to verify the fact that the Fong Wan Herbs have great remedial value. The jury returned a verdict of "NOT GUILTY."

In 1925 an Anti-Herb bill was introduced into the California State Assembly. People of all classes attacked Fong Wan in all sorts of ways, but he merely laughed at them, for he knew that those who had arrayed themselves against him had done so by reason of jealousy of his success or because they were as ignorant with regard to the real value of herbs as he had been when he was a foolish young boy addicted to queue-pulling. He therefore sympathized with their ignorance and did not blame them for causing him so many hardships, especially as he was living in a foreign land where the Science of Herbal Remedies was both so new and so vaguely understood.

Fong Wan is happy to say that thousands of people have gained speedy relief by drinking his herbs and that only about fifteen per cent to twenty per cent of the cases have required more than a brief period of treatment.

All Persons who feel interested in the Herbs are invited to interview Fong Wan at any time without charge or obligation.

TRY FONG WAN HERBS FOR YOUR COLD, FLU, COUGH, ASTHMA AND RHEUMATISM DURING THIS COLD WINTER SEASON

All persons who feel interested in the Herbs are invited to interview Fong Wan at any time without charge or obligation.

FONG WAN

576 Tenth St., Oakland, Calif.

Phone Hlgate 3767

Open Daily from 9 A. M. to 7 P. M. Sunday for out-of-town Patrons from 9 A. M. to 12 Noon. A book on Herbs given free at the office.

A Sound Body The Only Road To Health And Happiness

By Dr. W. G. Keys

How Do You Keep Going?

What are you doing to counteract the abnormal conditions in your body? Are you using this remedy or that? Something to whip your body into shape temporarily? Remember you can only whip a tired horse so far. Sooner or later something has to give, and you may have much untold agony and suffering. Why do you persist in using old fashioned methods of "hit and miss" accuracy? Why not use scientific knowledge to trace down just exactly what is causing those aches and pains? Find out why you are suffering with that condition, whatever it may be, and have it corrected before it is too late.

You cannot obtain the best results from your efforts when you are in a morbid state of health, when your vitality is low; when you are listless and indifferent. You must be able to inject initiative, enthusiasm, and forcefulness into your efforts. This is possible only when you are in a good physical condition.

Health makes for happiness, optimism, harmony and helpfulness. The healthy man finds happiness in his work; his efforts are sustained by courage, confidence and hope, for these are the winning qualities which health provides.

Virility, vital energy, dynamic power these are the rewards of sound health; health is the creative factor of the attractive and magnetic personality and is the basis of all the positive qualities of character.

When we think it is not the mind alone that thinks, it is the whole man and the process begging with the body. The bodily fiber, or quality, reaches to the thought. You will never get sound thought out of an unsound body. The bodily condition strikes through and shows itself in the quality of thought.

A vast amount of the poor, illogical, insipid, morbid, extravagant, pessimistic thought that finds its way into books, sermons, and conversations has its origin in poor bodies and bad health. There can be no healthy thought, no moral feeling, no sound judgment, no vigorous action, except in connection with a sound body.

It is my sincere wish to bring home the truth, light and hope to suffering humanity. My sole aim in the years of my work has been of service to the sick. Has been to relieve suffering of humanity and enable it to enjoy health to its fullest extent, as I have restored countless numbers to

health, and happiness. I want to help more of my fellow men to be back enjoying life once more as no man can really enjoy life unless he has a well and strong body. All those things are possible, but as you all know, anything worth while is worth going after, so do not hesitate as "he who hesitates is lost." Act now!

See Dr. W. G. Keys, X-Ray Chiropractor, Palmer Graduate, 935 Market Street, Second Floor.

If You Value Your Life

Is your desire to live just an idle wish? Or are you serious about it? Do you really value your life? So many people don't. For instance, your life—your happiness, your success, all depend upon your having a healthful life. You cannot, therefore, jeopardize your future by neglect any longer. Stop and think for a moment, kind reader, can there be any happiness where health is impaired? Health is your priceless heritage, your birthright, your happiness, your success, your prosperity. All will be—must be—in direct proportion to the state of your health. Health is the most precious boon you inherit. It is your birthright. If you are not perfectly healthy, you are not giving yourself a square deal for you can be well if you wish. Don't handicap yourself. Don't lose out in the race of life because of poor health. When you have health you cannot find anything impossible to perform; you have the necessary vitality to carry you through to your goal. Now is the time to act while there is yet hope. Do not let that incoordination go on until it has gotten beyond human aid. The time to act is now, while there is yet hope. The most of the cripples and paralytic people of today allowed some condition to go too long. They keep putting off from day to day, saying to themselves that tomorrow they would go to some doctor and have an examination and take treatments and get well, but the days become weeks, and the weeks years, and still they were putting that call to the doctor off. Then suddenly it was too late; they had neglected Nature's warning signal too long. Then what happened permanently? Are you one of those people who keep saying tomorrow I am going to do something about this pain, this ache, this stomach gas, this constipation, headache, or what ever ailment you have? You owe it to yourself to see the cause and have

the cause eliminated. Stop taking something to temporarily give you relief. If so, you are allowing some deep seated condition to get too much of a start. Some day you will have to pay the price of neglect, and when that day comes it will be you and not any one else who suffers. First, because you foolishly did not take heed when nature warned you. Every ache or pain you have in your body is a danger signal to you. Why not heed them now, before it is too late?

Stand still and rot!

Don't make any mistakes about it. If you aren't going up the hill of life, you are sliding down it. If you aren't making progress you're making room for someone else who will.

There is really no such thing of standing still any more than there is such a thing as perpetual motion. We become satisfied with what we've done and fool ourselves into believing we can safely rest on our days.

Many things that are, today, accepted as commonplace were refused by many when they were first introduced, but still they are considered today as most reliable.

A few years ago a train was standing on the tracks in the Ozark Mountains and the people were standing looking at it, when one mountaineer was heard to remark, "They'll never start her." A few minutes later when the train was first going out of sight, he was heard to say, "They'll never stop her."

Now, my friend, you cannot afford to be as stubborn about your body as the mountaineer was about the train. Perhaps you think you have tried everything and you are still sick and suffering. Do not give up hope until you have consulted me. I will make a complete X-Ray examination of you and I will find out first what is the cause of your sickness and will tell you first what you must do, so that once more you can enjoy good health, and for this examination I will not charge you one cent. If your case is one I can correct, I will so inform you, but should you need some other treatment or doctor's care, I will only be too glad to tell you so, as I only want those people taking treatment from me who I know I can correct their conditions and have them well. First, as quickly as I possibly can, so that they will be out telling their friends what I have been able to accomplish for them. This is the way I have built my practice; through satisfied patients, and that is the way

I am going to continue.

Now, friends, lose no time in taking advantage of this offer. Perhaps you have not a moment to lose; soon it may be too late. Act at once. Your body is the most precious possession you have. Therefore, you should not neglect yourself any longer. While there is life, there is yet hope, but it takes more than hope to regain that lost health. Come in and we will talk it over and help you solve your problems of health.

Dr. W. S. Keys, X-Ray Chiropractor, Palmer Graduate, Second Floor, Kress Bldg., 935 Market Street, opposite Mason Street, San Francisco.

Free X-Ray Examination

We have been told that some people hesitate in asking for our Free X-Ray examination because they might feel under obligation to us. In this belief they are entirely wrong. When you get this free service you are doing us a favor.

Now, let us explain first what we mean by this. Every time we make an examination, we take great pain to explain our Improved Method. Why? Because our method does not hurt.

What may be expected in the way of immediate improvement and how long it will take to get well, after getting this report. You may decide to postpone taking our treatment, or we may never see you again. Be that as it may. We know you will leave our office feeling kindly toward us and that you will spread the news among your friends, some of whom may be in need of our services.

And there is another reason why we offer you this free service. Until we have made a thorough examination, we have no way of knowing that we would accept your case. We find it necessary to refuse a great many cases, due to the fact that our method of examination reveals to us that they are past the point of correction.

We trust that we have made plain to you our reason for offering free consultation, and why you must not feel that your acceptance of this free service will obligate you in any way.

Make appointment with Dr. W. S. Keys, 935 Market Street, Telephone KEarny 6440.

See full page advertisement of Dr. W. G. Keys on cover of California Historical Edition.

Hydroelectric Development of the Mokelumne River Base



HE development of hydroelectricity on the Mokelumne River follows Pacific Gas and Electric Company's long established policy of maintaining a sufficient reserve to meet advancing needs of Northern and Central California communities for light, heat and power.

While the Company owns water rights for power development on other Sierra streams, the Mokelumne River admirably meets the three requisite factors involved in the selection of a stream for water power. These are:

- (1) Availability of water on the stream watershed;
- (2) Reasonable cost of construction;
- (3) Relationship of developed plants to the system load.

A program of construction was undertaken in 1928, calling for the expenditure of \$40,000,000 and the installation in the Mokelumne River canyon of four plants with an aggregate capacity of 228,000 horsepower. The first two plants to go into operation were Salt Springs and Tiger Creek power houses. These plants, with a total capacity of 95,000 horsepower, were put on the line in July, 1931. Installation of West Point power house, development of Bear River, and reconstruction of the existing Electra plant, are yet to be carried out before the entire project is complete. This construction has given employment to a daily average of more than one thousand men, and approximately \$25,000,000 has been spent for labor, material and supplies.

Before hydroelectricity from Salt River and Tiger Creek power houses could be made available for distribution, it was necessary to construct a transmission line 110 miles long. This line, operating at 220,000 volts, ends at Newark substation in Alameda County. This station was reconstructed at a cost of \$2,000,000 to receive the Mokelumne River power. The enlargement of Newark substation has given it the distinction of being one of the world's largest pools of electric power. It is now Pacific Gas and Electric Company's principal power distributing center and is connected, directly or indirectly, with all company generating plants, which have a total output of more than a million and a half horsepower.

Salt Springs Dam

Cost	\$7,000,000
Design	Rock fill
Height	330 feet
Length of Crest	1330 feet
Thickness at Base	900 feet
Thickness at Crest	15 feet
Cubic Content	3,000,000 yds. granite
Reservoir Capacity ..	135,000 acre ft.

Salt Springs Dam is located about 50 miles east of the city of Jackson, Amador County. The dividing line of Calaveras and Amador counties runs directly through its center. The largest dam of its type in the world, being one-third larger than the famous Dix River Dam in Kentucky, it has approximately the same cubic content as the Great Pyramid in Egypt

built by Cheops 6,000 years ago. But where it took 100,000 of Cheops' subjects 20 years to construct the Great Pyramid, it has taken P. G. and E. engineers, using modern machinery, three years to build Salt Springs Dam.

The upstream face of the dam is composed of a 15-foot wall of derrick-placed rock. Covering this layer of rock is a reinforced concrete "skin," or water-tight facing, varying from a thickness of three feet at the base to 12 inches at the crest.

This reinforced concrete skin and the dam are joined to the river bottom and the canyon walls by means of a cutoff wall which is sealed to bed rock by cement grout injected under pressure around the dam to prevent leakage.

Granite for Salt Springs Dam was quarried from adjacent cliffs on both sides of Mokelumne Canyon. Huge sections were blasted down by dynamite. The greatest blast was touched off in November, 1929, when 116,250 pounds of dynamite shattered a section of cliff 1000 feet long, 160 feet high and 45 feet thick, providing 231,000 cubic yards of stone for the dam.

Salt Springs Power House

The first power house constructed was at Salt Springs Dam itself. This is a low head plant utilizing the water directly from Salt Springs reservoir and developing 15,000 horsepower. The water wheels and generators are housed in a reinforced concrete building 110 feet long, 54 feet high and 68 feet in width.

Sufficient space is provided in Salt Springs power house for the installation of a generating unit to be used by the development of Bear River. This river one of the principal tributaries of the Mokelumne, runs about three miles north of Salt Springs Dam. A reservoir to conserve its waters is to be built at an elevation 2,000 feet higher. From this reservoir tunnels and penstock will drop the waters to Salt Springs power house, increasing this plant's capacity 33,000 horsepower.

Tiger Creek Power Development

This is one of the major power installations of the entire project, having a capacity of 80,000 horsepower. Tiger Creek is one of the largest of numerous creeks emptying their waters into the Mokelumne River. It forms a confluence with the main stream about 22 miles below Salt Springs Dam.

After the water has passed through Salt Springs power house, it is conveyed for a distance of 22 miles by a flow conduit composed of tunnels, inverted siphons and reinforced flume 14 feet wide by 7 feet deep to the Tiger Creek forebay located on a ridge overlooking the junction of Tiger Creek and the Mokelumne River. From this forebay the water is dropped 1,220 feet through a penstock to the Tiger Creek power house.

An interesting feature of the Salt Springs-Tiger Creek conduit is the fact that it picks up the water from many small streams such as Panther Creek Bear Creek, Cold Creek and

Beaver Creek, all of these streams contributing their run-off for use in Tiger Creek power house.

West Point Power Development

Having added its quota of power at Tiger Creek power house, the water is conveyed to an afterbay constructed about a mile below the Tiger Creek plant. From this after-bay, it enters a canal and flows down stream five miles, to be dropped 285 feet into a power house which is to be constructed near West Point bridge. This power house will produce an additional 20,000 horsepower. This will be the third of the new power houses in the Mokelumne system.

Electra Power House

This is the first power house built in the Sierra Nevada Mountains ever to deliver hydroelectricity into the city of San Francisco, and is one of the pioneer hydroelectric developments in California. Electra was built as a small plant primarily, to provide power for mining purposes near Jackson. Subsequently its capacity was raised to its present rating of 27,000 horsepower, and power transmitted to San Francisco in 1902. Since that year, Electra has been one of the important contributors to the light, heat and power supply of the San Francisco Bay region.

The water, after leaving West Point power house, is conveyed by means of a canal 13 miles long down stream to Lake Tabeaud, the present forebay for Electra. The entire Electra plant will be reconstructed and its capacity raised to 80,000 horsepower.

Electra marks the end of the Company's chain of power plants on the Mokelumne. At this point the water is returned to the main stream to be utilized by irrigation districts and domestic water supply systems. The completion of the company's hydroelectric project will mark the Mokelumne River as one of the best developed streams in California, since all the waters of the stream's water-shed will have been placed to beneficial use.

Bud Weiser's Haberdashery

Mr. J. H. Weiser, who formerly operated exclusive men's shops in the Northwest during the past twelve years, has this new and artistically decorated men's and boys' shop at 2172 Chestnut Street, where he trades under the name of "Bud Weiser's Haberdashery." The store has a large frontage on Chestnut Street, with attractive windows and a recessed modernistic entrance. The interior is finished with the modern oak Grand Rapids fixtures, and is a modern daylight store.

In addition to carrying a complete line of nationally known men's furnishings, the store has a complete line of little boys' and juveniles' apparel.

Mr. Weiser is quite active in the district. He is ready at all times to cooperate in the welfare of the Marina, and is the Secretary of the Marina Merchants' Association.

HISTORICAL NOTES ON NEVADA COUNTY

THERE IS an undercurrent of old romance of the '49er still in the atmosphere of Nevada County. The lure of gold, the battles of love, a glamorous past.

Rough and Ready, settled by the Rough & Ready Company in the fall of 1849, grew so fast in population that in 1850 there were 1000 votes cast. A fire swept through the town in 1853 and burned the entire business section, in 1855-56 another fire swept through the town and burned and completely destroyed 300 substantial homes. There was an influx of Baltimoreans, Kentuckians, and Georgians in this community who were very put out when California was admitted as a free state. A convention assembled in front of the old hotel, which still stands, and named a committee to draw up a resolution of Independence, which was adopted, thus creating the great Republic of Rough and Ready. Little was heard of the new nation born a decade before the Civil War until July 17, 1865, when the sheriff of Nevada County rode into Rough and Ready to find five hundred men sworn to fight the rebellion all over again. Scouts were posted on the road and Nevada County took to arms with the instructions to report the minute the invading army was sighted. Dawn brought a form from the vicinity of Rough and Ready with a plentiful supply of alcohol. Reports soon reached town that Rough and Ready as well as the Nevada County Guards were in an alcoholic condition. Thus ended the great Independent Rough and Ready.

At the corner of two residence streets stands a vine-covered cottage that was once the home

of Lola Montez. Two doors away stands the old dwelling that was once the home of Lotta Crabtree, a boarding house for miners and conducted by her mother. Lola Montez possessed remarkable charm and an unusual intelligence which gave her a powerful influence over men in high places. Her last conquest before coming to California had been the complete captivity of King Louis of Bavaria, who made her a countess. She was described as "a welcome gift to the reporters of the period from 1840 to 1860." It was in her home that Lotta Crabtree, then a child of six, laid the foundation for a stage career, also became internationally known, though in a different way. Hers was the triumph of a singer. A book about Lola was written by a California woman by the name of Constance Rourke of Palo Alto, called the "Troupers of the Gold Coast."

A convention was held in Grass Valley in the year '51-'52 when a resolution was passed to go and sack San Francisco for food—force to be used if necessary.

A miner, George McKnight, washing gravel on Wolff Creek, was out looking for his cow when he stubbed his toe on a piece of rock; in taking the rock up and examining it he found it full of gold. This was the discovery of one of the richest mineral veins ever opened and the first discovery of quartz gold in California. This led directly to deep mining in California and that focused the eyes of the world on Grass Valley, and \$35,000,000 has been taken out of that mine since George McKnight's discovery. This discovery played a very important part in the history of this state.

One of the outstanding tragic cases was that of Michael Brennan which has gained a prominent place in the list of historic state tragedies. He was a young, educated and cultured man, being sent to Grass Valley from New York with his wife, two children and a maid, in the interests of his friends who owned a gold mine in this district. Successfully operating the mine, he was soon able to send back remittances—then the pay sheet was lost, more funds were needed that the New Yorkers were unwilling to put up. They told Brennan they were through. He borrowed until he could borrow no more; despondent, he quit. The disgrace and humiliation was more than he could bear. One Sunday, seeing no signs of life around the Brennan home, neighbors sought the reason and found Brennan had ended the lives of his entire family and himself. The ledge that Brennan was trying to locate was found by others a few feet from where he abandoned the work. The high-grade ore kept men at work for years. A well-kept grave in the local cemetery bears mute evidence of this tragedy.

Here was established the first long distance telephone line in the world. Part of it is still in use. This started at French Corral via Corral, Sweetland, San Juan, Cherokee, North Columbia, Mallicoff, North Bloomfield, Bloody Run, Moore's Flat, Eureka, Milton, Bowman, Weaver Lake to Fauchere.

The first quartz mining laws of the state were written here at very informal meetings, later to be accepted by the courts.

Hydraulic mining was invented near Nevada City.

California's Oldest National Forest Celebrates Fortieth Anniversary

California's first national forest was created by President Benjamin Harrison on December 20, 1892,—forty years ago. His proclamation set aside 555,000 acres in Los Angeles County to be known as the San Gabriel Timberland Reserve under authority granted by the Act of March 3, 1891. This area was regarded as valuable for watershed protection by the U. S. Geological Survey of the Department of the Interior and by the first California State Forestry Commission appointed by Governor George Stoneman in 1885.

From 1892 until 1897 it remained "reserved" from all forms of use except recreation. It was then placed under the administration of the General Land Office of the Department of the Interior, a forest supervisor placed in charge with headquarters in Los Angeles, and a force of short term rangers appointed for fire protection. In 1908 it was consolidated with the old San Bernardino National Forest under the name of the Angeles. In 1925 these two areas were again separated and administered as distinct units.

Today the Angeles National Forest with its area of 643,836 acres is more intensively used for recreation than any other national forest in the United States, and two million persons obtain 80 per cent of their water supply from the streams rising from its watersheds. Within its boundaries over one million persons annually find recreation in the 153 camp grounds improved by the Forest Service in cooperation with the Automobile Club of Southern California and Los Angeles County, and in the county parks at Big Pines and Crystal Lake.

Suffer No Longer

If you have been suffering with rheumatism you should not hesitate one minute to get in touch with ANTI-URIC CO., 32 Front Street, San Francisco, or go to any reliable drug store and ask for ANTI-URIC, a remedy that has been tested and proven to be one of the most remarkable and certainly the most reliable one on the market today. ANTI-URIC will bring permanent relief to the sufferer where other remedies have failed utterly. It purifies and cures. It brings health and happiness. Try it!

Miss Elaine's Gymnastic Course

Nothing is more important in keeping your mind and body fit for its daily task than regular and systematic exercise. To have every fiber of your body throb with health, energy and vital force should be the aim of every one of us. This will not only be possible but quite easy and a pleasure if you join one of Miss Elaine's classes of physical culture for ladies, conducted twice a week in the evenings, followed by tap and acrobatic dancing after every lesson. Because the classes consist of a limited number of pupils it is possible to give individual attention to each pupil. Miss Elaine has a wide experience in her profession, having been connected with some of the most prominent institutes of the country. Her thorough knowledge of the art of dancing, as well as the individual adaptability of her pupils for a particular style of dancing, enable her to accomplish wonders where others would fail. The studio is established at 2357 Chestnut Street; telephone, WA 3208.

George L. Suhr

There is hardly any other line of business or profession requiring more tact and consideration than that of an undertaker or funeral director. This is a profession that knows little else but sorrow and it is his province to lighten the burden of sorrow that has befallen the family who are mourning the loss of one near and dear to them. It is up to him to arrange the last rites in a manner to minimize the burden of worries and sorrow and to arrange the funeral ceremonies in a manner befitting and deserving of the departed one. It takes a man of extraordinary ability to do all this, and we dare say very few men possess these rare qualifications.

But some do, and among these few Mr. George L. Suhr takes first place. Mr. Suhr comes from an old well-known family that has built up a reputation as pioneers in the undertaking business. His father, H. F. Suhr, founded the business many years ago and trained his son George to follow in his footsteps of reliability, consideration and accommodation. This George L. Suhr has done faithfully during all the years that he has been in business for himself under the firm name of Suhr & Wieholdt, Mr. Wieholdt being associated with him for a few years until George took over the entire business and personal management of his firm. His fine qualities as a funeral director and his sympathetic way of handling all the work connected with the business as well as his reasonable charges have increased his circle of friends to such an extent that he at present is conducting more funerals than any other undertaking establishment.

George L. Suhr is a member of the Shrine, Druids, Foresters, South of Market Boys, Native Sons, Red Men, Hermann Sons and various other organizations and is well liked wherever he goes.

German-American Savings Bank

(Fortsetzung von Seite 15)

lichen California. Seine in deutscher Sprache erscheinende Zeitung ist ein konservatives und verlässliches Blatt, das sich jederzeit für die besten Interessen seiner Leser und des Deutschamerikanertums im allgemeinen einsetzt.

Nelson Eckart

When former Mayor Rolph appointed Nelson Eckart as manager of the San Francisco Water Department some years ago, not one word of dissent was heard. Eckart knew the old Spring Valley Distributing System like a book, and what is more he also knew every inch of our extensive Hetch Hetchy System, nearing its completion to pour its riches into the storage lakes of the old Spring Valley system. He had been with the engineer's office for good many years and studied the needs of the city in order to be able to develop it to its present magnitude. Since Nelson Eckart has taken charge of the S. F. Water Department it has proven a great financial success, thereby reducing the burden of the taxpayers to no small extent.

The Palais Royal Cafe 2656 Great Highway

If you want to give your visiting friends a real treat, take them out to the Palais Royal cafe on the Great Highway, near Fleishacker Pool. It is one of the show places of the town - the one place where you can rest assured that cuisine and service combine to make your visit a most pleasant one. Mr. Ulisse Caiati, owner of Palais Royal Cafe, is no newcomer in the field of epicurean service, having been established a good many years in business for himself besides having managed a number of well known establishments in San Francisco. The Palais Royal Cafe has a total seating capacity of 500 persons with all the modern conveniences enjoyed in up-to-date establishments. There is no couvert charge at any time, and the foods and refreshments served vie with those in any other establishment. Arrangements can be made at any time for private dinner parties, for clubs, banquets, card parties and anniversaries. Phone MONTROSE 10002 for further information, or still better, pay a visit to the Palais Royal when out on the Great Highway.

Carl L. Schloessmann kann zuerst auf den Gedanken, eine strikt deutschamerikanische Bank in Los Angeles zu etablieren, ein Unterfangen, das ihm zweifellos mit dem besten und erspriesslichsten Erfolge gelungen ist. Das von ihm jetzt geleitete Finanzinstitut verdient die Beachtung und das Vertrauen eines jeden, der sich für eine konservative Bank mit erster Sicherheit und progressiven Grundsätzen interessiert.

Peace Is More Deadly Than War!

War is a fearful waste of human life, of course, yet this year in peace time, more than 800,000 people will die needlessly. Will you be one of them? Will you be alive next year at this time?

Soldiers are subjected to careful physical examinations! their health is protected in every possible way. Are you giving your body the careful attention that is given to soldiers in war time? The chances are that you are not. You may be, therefore, one of the 800,000.

It is a fact that two persons out of every three are suffering from some sort of chronic trouble. Many do not realize there is anything particular wrong with them until they become seriously ill. Then it may be too late.

We have been successful in discovering and correcting deep-seated chronic conditions. We simply co-operate with Nature. We have helped thousands to joyful health. Perhaps we can help you too.

Come in to see us, don't take a chance of being one of the 800,000 people who die needlessly this year.

One in twenty-five.

This year in the United States one person in every 25 will die of kidney trouble. Many more will be victims of rheumatic trouble, which usually goes along with

kidney derangement.

Much of this suffering and death could be avoided if people would take proper care of themselves.

If you have aches and pains in the small of your back, don't neglect them. They are warnings of possible serious trouble.

If you have rheumatic twinges at times, you are running a grave risk of neglecting them further; you are suffering needlessly.

Our treatment has done wonders in relieving kidney trouble and rheumatic conditions. Ours is a common sense, natural health method that co-operates with Nature.

You are cordially invited to come and see us. We will be glad to give you a complete analysis, X-Ray examination of your physical condition without charge or obligation.

If you are sick and don't know the source of your trouble, and if you are interested in knowing the condition of your body, come to our office and obtain a complete report on your trouble.

It is important that you arrange your appointment early, either by telephone or letter, as only a limited number of people can be examined daily.

Dr. W. G. Keys, X-Ray Chiropractor, 935 Market Street, opp. Mason Street.

Telephone Mission 3614

George L. Suhr
SUHR
AND
WIEBODT
FUNERAL DIRECTORS
and EMBALMERS

1465-1473 Valencia Street

Between 25th and 26th

San Francisco

IF YOU ARE SICK — DON'T GIVE UP!

Don't permit your condition to become worse by neglect. Take advantage of our Free X-Ray examination offer and learn all the facts about your condition, with all guesswork omitted. By presenting this ad you will receive without any obligation, our comprehensive

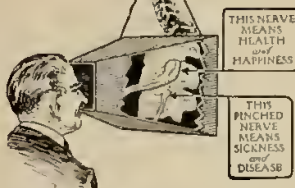
FREE X-RAY EXAMINATION, ANALYSIS AND REPORT

together with laboratory research work relative to your individual case. There is nothing in the least embarrassing about either our examinations or our system of administering Chiropractic.

WE NEVER GUESS

Before one can reasonably expect to regain lost health, it is first of all important to know just what is wrong and to have all doubt eliminated from the diagnosis. Pain may arise in any part of the body, while the cause may be found far away from the seat of the discomfort. For that reason the X-Ray . . . combined with Urinalysis, blood pressure, and laboratory tests as your individual case may indicate . . . this we do in order that all guesswork may be positively eliminated.

The STORY The SPINOGRAPH TELLS



OUR REPUTATION WORTH MORE THAN YOUR DOLLARS

If we feel that we cannot benefit you, we will honestly so advise you. We want every Keys patient to be a loyal and satisfied one. Much of our practice, in fact the greater part of it, is referred, and such could only be possible where treatment accorded and advice given is conscientiously offered . . . and the desired beneficial results achieved.

THERE IS NO CHARGE FOR X-RAY EXAMINATION. If this advertisement is presented.

NO obligation whatever. Our examination will show the exact cause of your sickness or trouble. COME AND SEE YOUR CONDITION WITH YOUR OWN EYES. This is your opportunity to be examined in one of the finest and best equipped Chiropractic offices in the world by doctors who are conducting one of the largest private practices on the Pacific Coast. This is not a clinic and we do not employ students, but every doctor is a competent Palmer Graduate Chiropractor who has had success in private practice.

CHIROPRACTIC CAN AND WILL GET YOU WELL. This fact is being proven every day in our offices by results obtained on all chronic ailments. Such conditions as: Nervousness, Lumbago, Stomach Trouble, Asthma, Headaches, High Blood Pressure, Constipation, Neuralgia, Rheumatism, Paralysis, Kidney Disorders, Heart Trouble, Neuritis, Backaches, Catarrh, Tiredness, and many others respond quickly and painlessly to Palmer X-Ray Chiropractic. Your body at one time functioned normally and if given a chance will do so again.



Dr. W. G. Keys
X-RAY CHIROPRACTOR, PALMER GRADUATE
We Will Find the Cause of Your Trouble

The Spine
Is the Human
Switchboard
controlling
Health and
Vigor



Chiropractic
releases
the
Power
Within.

THOUSANDS HAVE BENEFITED

from the advice we have conscientiously given them, and from treatments or readjustments prescribed for them in our offices. As one of the largest Chiropractic organizations in the West (our doctors being all Palmer Graduates) with offices in several Cities in Northern California . . . all cases are carefully recorded, and all records checked and compared by a most extensive and comprehensive system, we are in a position to give advice, based upon facts, which would not be possible for a single practitioner in ordinary practice.



LET US EXPLAIN

We are frequently asked how we can give our comprehensive Examination free. An examination that many would charge from \$25 to \$50 for. We are asked where the "catch" lies. There is none. You positively need not take a single treatment, not spend a single cent unless you are absolutely convinced that we can benefit you. You will be treated just as courteously as though you came in and laid a hundred dollars before us. Only our huge practice makes this possible.

It is our regular system of doing business and we do not want you to feel the least embarrassment or hesitancy in asking us for it.

Bear in mind also, that it is wise to have yourself checked over at least annually. Make it a habit. Don't wait until illness or suffering overtakes you. The wise person today, is he or she who prevents such troubles . . . and the old adage "An ounce of prevention is worth a pound of cure" was never more appropriate.

No matter what you suffer with . . . whether your trouble be chronic or transient . . . no matter what treatments you have had . . . no matter how many times you have been told your case is hopeless, don't give up but take advantage of our free X-Ray examination offer at once and learn all the facts about yourself.

We would no more think of treating a patient without first X-Raying to locate the cause of the trouble than a carpenter would think of building a house without a rule. If you are not well and wish to learn the real facts of your case, take advantage of our Free X-Ray offer. We take an X-Ray picture of your spine, give you a report on your condition and you are under no obligation in any way.

KEYS X-RAY Chiropractors

PALMER GRADUATES

835 Market Street, Kress Building, Suite 200-208, Opposite Turk and Mason. Phone KEarny 4140.

Hours: 10 a. m. to 1 p. m.; 2 to 5 p.m.; 7 to 8 p. m. Saturday Hours: 10 a. m. to 1 p. m. and 2 to 6 p. m.

Sundays by Appointment.

San Francisco, Cal.

200,000 SHARES

Rainier Brewing Company, Inc.

(A California Corporation)

Class A Participating Common Stock

Non-Cumulative - Par Value \$10

Fully Paid and Non-Assessable

Not Subject to Call

Class A Common Stock is PREFERRED as to ASSETS in the event of liquidation or dissolution; and as to DIVIDENDS up to 6%, and thereafter participates with the Class B shares on a share for share basis in any further dividends declared in any year.

CAPITALIZATION

	Authorized	Outstanding (On completion of this financing)
Common Class A (Par Value \$10)	250,000 shs.	250,000 shs.
Common Class B (No Par Value)	400,000 shs.	400,000 shs.

BUSINESS AND PROPERTY: Rainier Brewing Company, Inc., which has acquired the plants and business of the Rainier Brewing Company, and Pacific Products, Inc., is the largest manufacturer of cereal beverages in the West. The plants and business so acquired have a long and satisfactory earning record and proven management.

The Rainier Brewing Company, Inc., is the outgrowth of a business established in Seattle in the early 70's, which by 1914 had grown into a \$3,000,000 corporation, earning in excess of \$650,000 a year.

The present Rainier Brewery, which is located at 1550 Bryant Street, San Francisco, is one of the few large breweries in the United States that has been kept in continuous operation since prohibition. The plant is scientifically designed, and is the only brewery of Class A construction on the Pacific Coast.

CAPACITY: The present brewing capacity of the San Francisco plant is 350,000 barrels per annum, equal to 4,637,500 cases of two-dozen 11-ounce bottle each. With a very small expenditure, the brewing capacity can be increased, if need be, to 450,000 barrels per annum, equal to 5,962,500 cases.

The Company is able, within 24 hours after the modification or repeal of the prohibition law, to market real beer due to the fact that in manufacturing "near beer" in the San Francisco plant, a beer of pre-prohibition alcoholic content is first manufactured and then de-alcoholized, under Government supervision, to an alcoholic content permissible under the law. There is, therefore, a large stock of real beer on hand at all times. The Company plans, upon the return of real beer, in addition to developing its large domestic trade, to resume its export business, which constituted an important share of its volume prior to 1920 (prohibition.)

SALES INCREASE: Since the Volstead Act became a law, the San Francisco plant has been operated at about 13% of its cereal beverage capacity. Adding new products from 1925 to 1931, the Company has effected a steady growth in business. Sales increased from \$1,045,487 in 1925 to \$1,778,107 in 1931. During this period more than \$650,000 was spent in advertising its various products.

MANAGEMENT: The ability of the management is attested by its remarkable earnings record, prior to the advent of prohibition; also by the manner in which it has adapted itself to changed conditions. Despite the handicap of operating a large plant at less than 13% of capacity, it has been able to show satisfactory earnings and to provide out of income large sums for advertising its brands and keeping them before the public in anticipation of the return of real beer.

OUTLOOK: If permitted to manufacture real beer, it is anticipated that the Company should earn at least \$650,000 a year. This estimate is based on what the properties earned for a period of approximately five years immediately preceding prohibition: the anticipated increase in sales and lower manufacturing costs. It gives no recognition, however, to increase in plant capacity, or to the gain in population on the Pacific Coast since 1920.

PURPOSE OF ISSUE: Proceeds, derived from the sale of this stock, after payment of the present total bonded and current indebtedness of \$1,070,157.54, will provide a balance of approximately \$730,000 for working capital and also capital for extensions and improvements that may be necessary to meet increased consumptive requirements if the sale of real beer is legalized.

It is the intention to make application to list this stock on the San Francisco Stock Exchange.

Price \$10 Per Share

Subject to Prior Sale

RAINIER BREWING COMPANY, INC.

1550 BRYANT STREET, SAN FRANCISCO, CALIF.

A more detailed circular, together with financial statement, prepared by Haskins & Sells, is available at the offices of

MARTIN JUDGE, JR. & CO.
1 Montgomery Street

ALANSON BROS. & CO.
Kohl Building

Who have been authorized to receive subscriptions to the stock